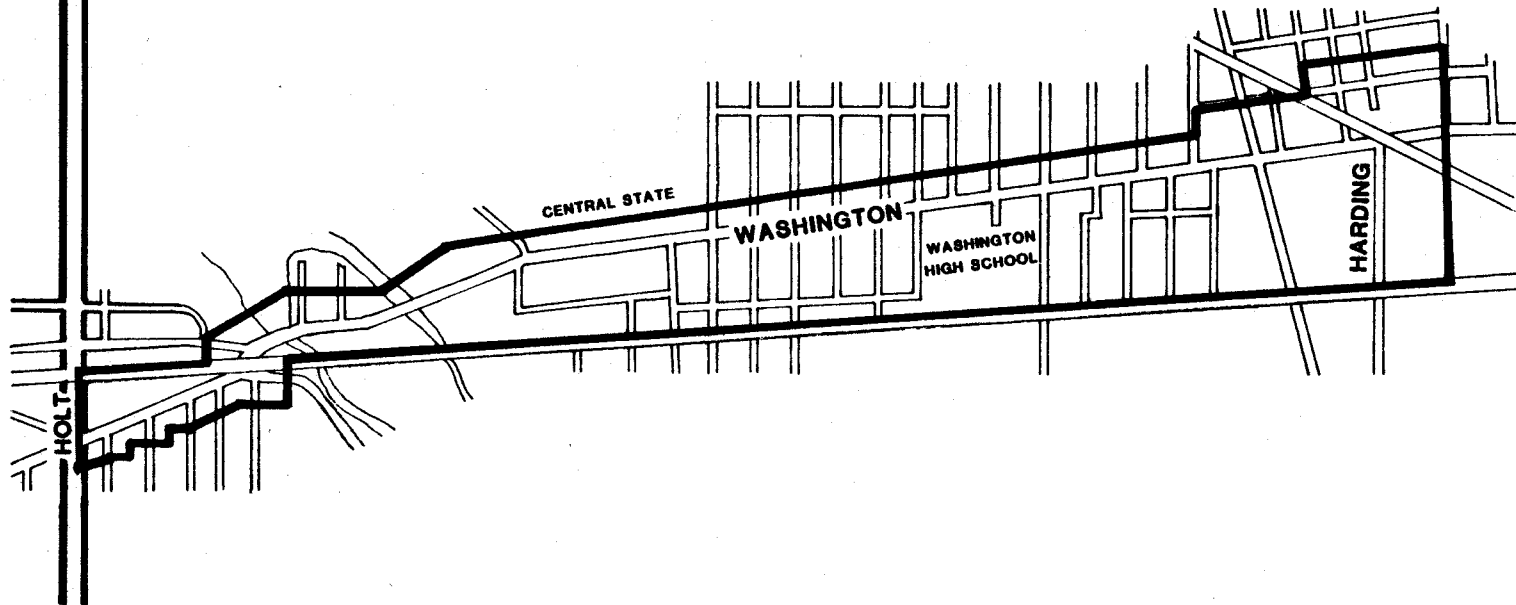




WASHINGTON STREET CORRIDOR STUDY



WEST WASHINGTON STREET CORRIDOR STUDY

UPP 701

**Prepared by:
Department of Metropolitan Development
Division of Planning
Indianapolis-Marion County, Indiana**

October, 1985

**The preparation of this report was financed in part by
a Community Development Block Grant**

EDITOR'S NOTE

Basic research and text development for this West Washington Street Corridor Study was completed in 1985 and the plan itself adopted in October of that same year by the Metropolitan Development Commission. A series of unforeseen events has delayed its printing and release until May of 1988.

In the interest of integrity, the study is published here in its original form of adoption in 1985. As a result, the reader will notice certain apparent inconsistencies in the body of the text.

For instance, reference is made on a number of occasions to future physical growth and developments which have in fact been realized in the ensuing years. Also, Holt Road is referred to as both Holt Road and Holt Avenue, reflecting the legal change in its designation at the same time that the study was being finalized.

Further, rapid development at the eastern terminus of the corridor resulted in a degree of ambiguity regarding that boundary. Originally designated as Harding Street, the boundary was extended to Bloomington Street for certain analytical functions.

Finally, the credit page of the report lists the City-County Council and Metropolitan Development Commission membership at the time of adoption in 1985.

Although these differences have no effect on the study's validity, the reader should be aware of their existence in the text.

WEST WASHINGTON ST. CORRIDOR PLAN

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CHAPTER I

SUMMARY

The West Washington Street Corridor Plan examines West Washington Street between Harding Street and Holt Avenue. The focus of the plan is the revitalization of this corridor through a combination of short and long-term strategies. Development of the plan was a cooperative effort between the National Road Conservation Association, an organization representing business interests in the study area, social services, and other not-for-profit agencies that serve the neighborhoods surrounding the Corridor, and the Division of Planning.

A. USE OF THE STUDY

The West Washington Street Corridor Plan provides a guide for desired public and private investment. The study will serve as a primary basis in preparing staff comments in rezoning and variance cases and for making decisions about capital improvements. The study will also be used in determining the allocation of community development and/or other funds earmarked for the area.

Although the plan serves as a guide, actual implementation will

depend on joint public/private action and in some instances, private action alone. This plan, however, is far more than a "wish list." The implementation strategies and funding programs outlined in the study stress a continued long-term commitment to the corridor. In addition, the plan does not merely outline what the City will be doing to aid West Washington Street, but what all involved groups will need to do together in order to implement the plan. Long-term commitment and effort from businesses, neighborhoods and the private sector interests, as well as the City, is essential.

B. SCOPE OF THE STUDY

The West Washington Street Corridor Plan analyzes the key components of the area and their inter-relationships. Housing, transportation and public safety are some of the elements that contribute to the functionality and visibility of the corridor. In order to properly plan for the future of the corridor, the interaction of all major corridor elements, over time, must be taken into consideration.

Five questions were used to define the scope of the study. These questions relate to the past, present and future of the

corridor, and provide the framework for the study, research design and recommendations.

1. How did the corridor develop and change?
2. What is the current physical status of the corridor?
3. What are its assets and liabilities?
4. What are the goals for the future of the corridor?
5. How can we attain these goals?

C. ASPECTS OF THE STUDY

Working with the planning committee, an extensive physical survey was done of the corridor. Other major components of the study were a business survey, distributed to all business occupants in the area, and a consumer survey that was conducted in the neighborhoods surrounding the corridor.

Following data gathering and analysis, a listing of assets, liabilities, and improvements needed was compiled. This led to the development of goals and objectives for the corridor. Finally, an action plan containing both general and specific, short and long-term recommendations, was adopted.

D. GOALS OF THE PLAN

The following goals were

identified in the planning process:

1. Commercial: To make the corridor a viable commercial center by stimulating both public and private investments that will upgrade the physical appearance of the corridor.
2. Transportation: To improve vehicular and pedestrian traffic flow so that it better serves the corridor's needs.
3. Public Safety: To make the corridor safe and crime-free for customers, store owners and residents.
4. Land Use: To enforce effective land use policies and ensure future development is of an appropriate nature.
5. Housing and Residential Environment: To promote stability in the residential areas supporting the corridor and maintain existing appropriately located housing units.
6. Streetscape: To develop a streetscape design that will bring a sense of clarity and unity to the Corridor.
7. Overall To stabilize the Corridor and to increase the

economic opportunity for merchants located there.

E. GENERAL RECOMMENDATIONS

General and specific recommendations were developed in the following areas: Zoning, Business Development, Public Services and Streetscape Design.

Following is a synopsis of these recommendations:

Zoning Plan - Content: The zoning plan attempts to sharply define residential and commercial areas. Industrial and heavy commercial categories are eliminated because such areas are not appropriate on a corridor surrounded by a residential area. The type of commercial use is restricted to those of a general commercial type. In several cases, the zoning classifications proposed are matched to current use of the property, specifically regarding the incongruence of residential and special use buildings on commercially-zoned property. Finally, proposed long-term development is guided through zoning areas to the classification needed for that development to occur.

Streetscape - The focus of these recommendations is to improve the physical appearance of the Corridor quickly.

1. Paint-up/Fix-up funds should be utilized in areas of deteriorated, yet concentrated housing.
2. Remove vacant signs.
3. Plant landscape strips and street trees where possible.
4. Upgrade parking lots.
5. Maintain vacant lots.
6. Discourage outside display of merchandise.
7. Eliminate cyclone fencing.
8. Develop method of enforcing design standards.

Public Services: The focus of these recommendations is the identification of public improvements needed to stimulate further private investment in the Corridor.

1. Repave portions of West Washington Street that have deteriorated.
2. Replace sidewalks and curbs in the Corridor that have deteriorated.
3. Rezone the appropriate parcels of land.
4. Upgrade landscaping found in

the two parks along the Corridor.

5. Evaluate on-street parking restrictions currently enforced along the Corridor.
6. Investigate the possibility of extending the new lighting scheme developed for the White River State Park.

Business Development: The focus of these recommendations is the long-term growth and development of the Corridor.

1. Contact Indianapolis commercial realtors to market the development potential of West Washington Street.
2. Remove existing isolated housing units.
3. Eliminate commercial uses located in areas recommended for residential development.
4. Monitor land use and development issues along the Corridor.
5. Involve local lenders in developing financial packages for the Corridor revitalization.

Urban Design: Design proposals are explained both in terms of the specific improvement itself and how that improvement fits into the

corridor. Maps and text explain and stress the inter-relationship of improvements, showing they can support one another. Finally, this section relates goals and recommendations to physical design.

CHAPTER II

INTRODUCTION

A. WHERE IS WEST WASHINGTON ST. ?

The West Washington St. Corridor exists west of downtown Indianapolis, and immediately west of the proposed White River State Park (Map 1). The Corridor under study is bounded on the east by Harding St. and on the west by Holt Avenue, a stretch of land 2.5 miles long. It is a part of the National Road, the first east-west National Highway to stretch across the continental United States.

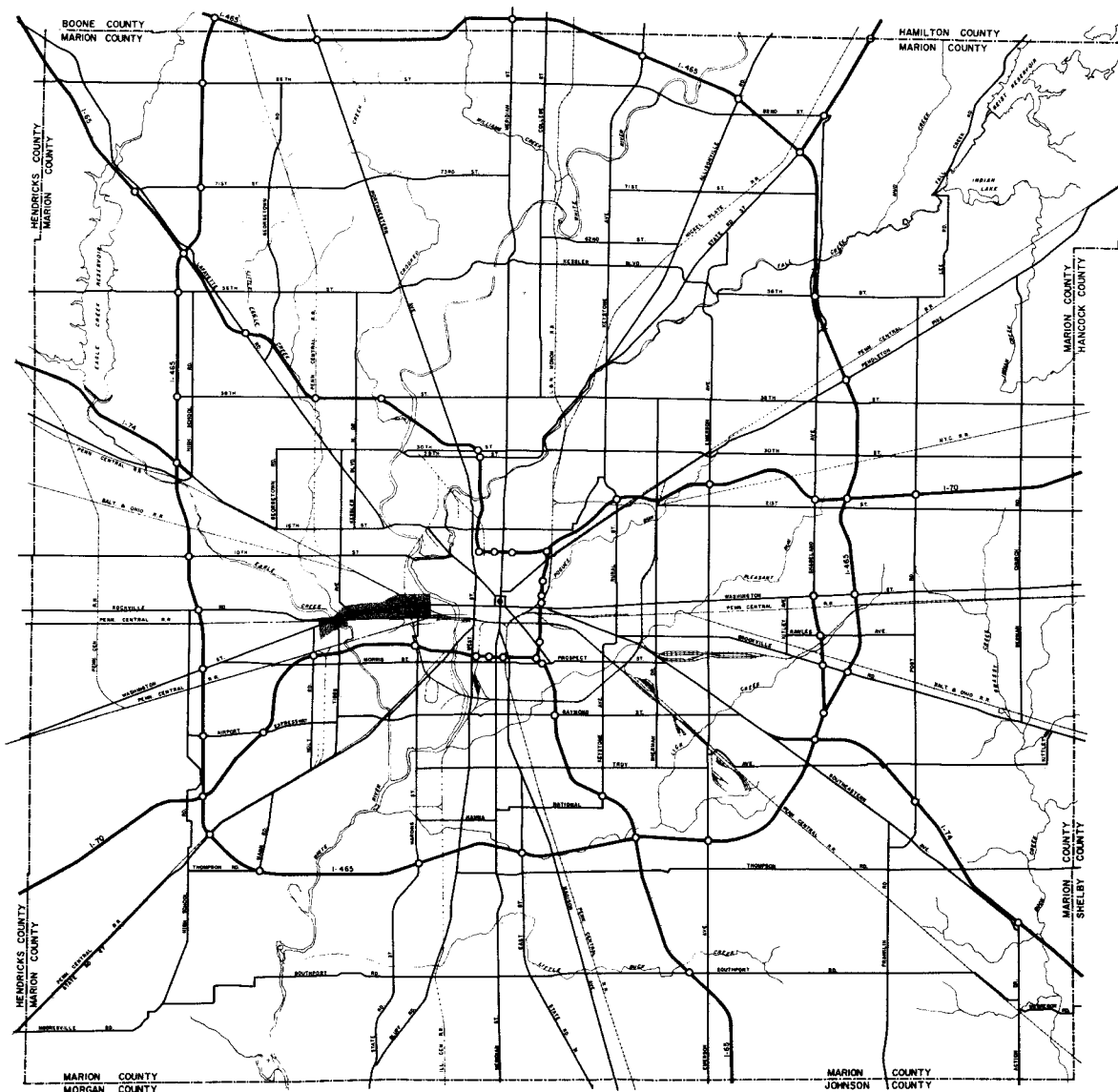
Once a thriving Corridor, West Washington St. is no longer effectively competing with newer suburban developments. Signs of disinvestment can be seen in the deterioration of the buildings and infrastructure, vacant buildings and lots, and the existence of uses typical in lower rent districts that are found along the Corridor. It is located between two distinct residential neighborhoods, the West Indianapolis Neighborhood and the Nearwestside Neighborhood (Map 2). Both areas have neighborhood plans but neither deals specifically with West Washington St. The result has been that West Washington St. has

been similarly overlooked by both areas as a sort of "no mans land." The local residents' tendency not to patronize West Washington St. is reinforced by numerous grade crossings that complicate a trip to the Corridor for residents both to the north and south of West Washington St.

B. NEIGHBORHOOD PROFILE

The economic wherewithal of the surrounding neighborhoods has also contributed to West Washington Street's decline. The number of households has declined by 22% since 1960, to 5650, with a median family income of only \$10,033.50. With an average of 2.98 persons/household, this leaves a percapita income of \$3,366.95--not much money with which to support a neighborhood commercial area. The racial composition of the area has changed, as the percentage of black population in the area increased from 10% in 1960 to 22% in 1980. (See census data in Appendix A)

Housing in these neighborhoods is generally older (1) and in various stages of deterioration (2). A little over 50% of the available housing units are renter occupied, which is about the same as Center Township (51%) but less than Marion County (58%). Both neighborhoods are presently eligible for City sponsored housing improvement



WEST WASHINGTON STREET CORRIDOR PLAN

MAP 1 / LOCATION MAP



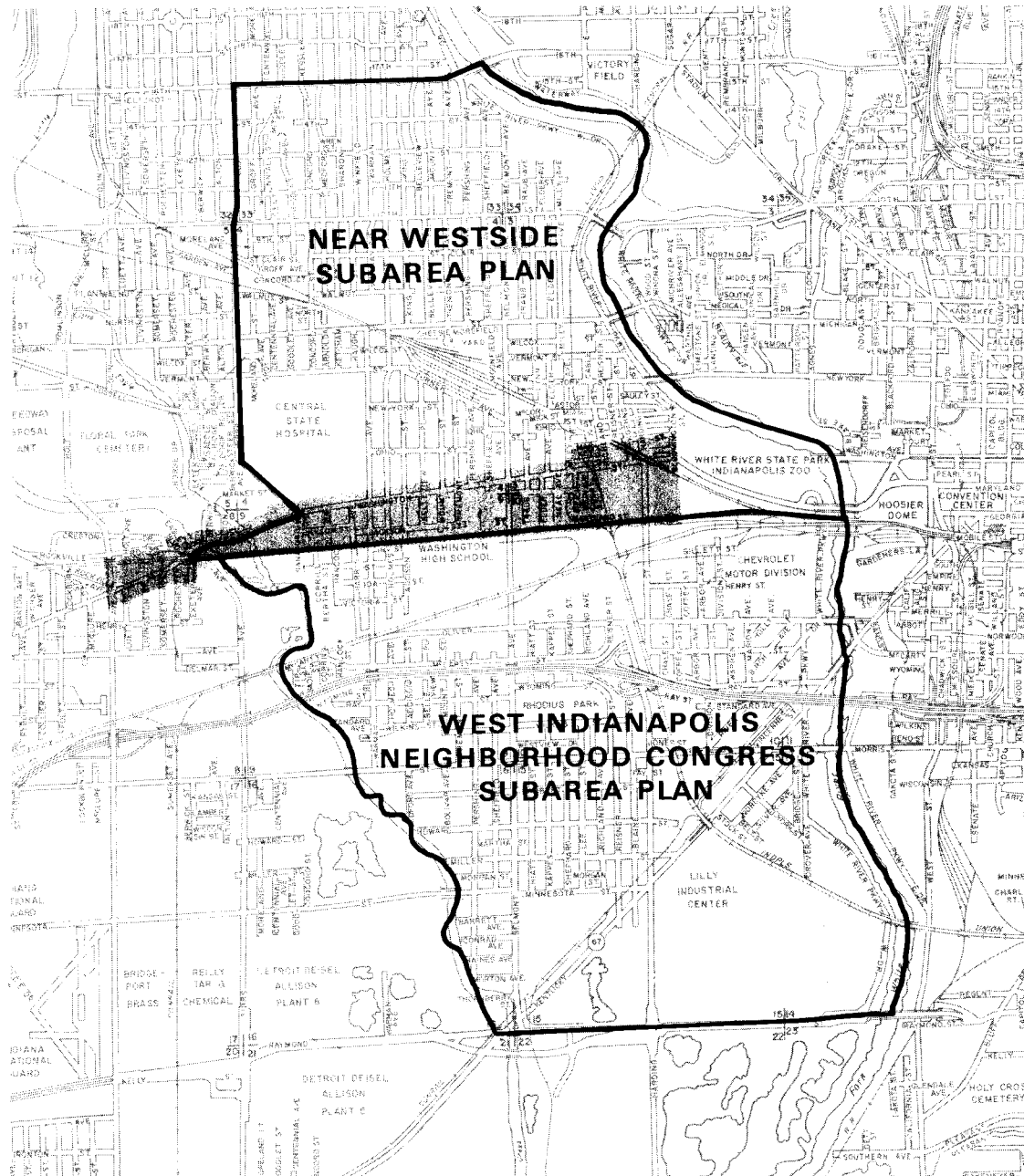
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WEST WASHINGTON STREET CORRIDOR PLAN

MAP 2 NEIGHBORHOOD PLANNING AREAS



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programs, and are receiving funding.

The percent of high school graduates found in the neighborhood is about the same as Marion County in general--twenty-three percent of the residents 20 years and over have a high school diploma. However only 5.3% have at least 1 year of college, which is 12% below the percentage for Marion County in general.

C. WHY PLAN FOR WEST WASHINGTON ST. NOW?

A number of events are taking place in near western Indianapolis now which are sure to focus attention on West Washington St. The most dramatic of these is the development of the White River State Park (Map 3), which is to be built immediately east of the study area and west of downtown. By 1990, this 250 acre park is projected to attract 3,500,000 (3)

visitors per year and generate between \$43.1-47.7 million (4) in expenditures per year for the greater Indianapolis area.

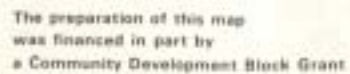
The development of this park presents a number of challenges and opportunities for the surrounding neighborhood. Opportunities include employment and business development related to the park. Challenges exist for local entrepreneurs to capitalize on these opportunities and be prepared to take advantage of new opportunities that will occur as a result of this type of project.

The White River Park Impact Study estimates approximately 650 full time jobs (5) will be created just within the Park itself, and another 2400-2800 (6) as a result of the off-site expenditures generated by the Park. A number of these jobs will be entry level, which do not require prior skill training or a college education.

(1) 82% of the housing in West Indianapolis was built before 1939. (West Indianapolis Neighborhood Congress Plan, DMD, City of Indpls., September 1979, p.3.)

(2) At least 80% of the housing units in the Nearwestside require rehabilitation (Nearwestside Plan, DMD, City of Indpls., January 1982, p.5)

(3) White River Park Impact Study, p.16
(4) Ibid, p.32.
(5) Ibid, p.24.
(6) Ibid.



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Hence these jobs present a good employment opportunity for neighborhood residents, especially high school and college students and households seeking a second income.

Service needs of the Park and its customers also present business development opportunities. Although it is difficult to accurately predict the geographic distribution of these opportunities, the Impact Study assumes most will be located downtown, since it is assumed to be the prime destination for the park's visitors. (7) However, land availability and cost may push some retail and visitor-oriented businesses to the west side of the river. (8) These secondary locations for potential commercial development have been identified at the Harding St. interchange with I-70 and the intersection of Washington St. and the soon to be relocated Harding St. (9) Areas of development oriented to park operations are predicted to occur in the southern part of Stringtown (10) and in the Harding St. Corridor between Washington St. and Oliver Ave (11) (Map 4).

Although the Impact Study predicts 67% of the vehicles visiting the Park will come to the area from the north and northeast, (12) there will be impacts on the transportation system surrounding West Washington St. as a result of the Park. In August 1985, Washington St. was relocated and made part of a one-way pair with Maryland St. This one way status shall only take effect for the stretches of Washington and Maryland Streets that front the Park. Hence, the portion of Washington St. under study, the currently existing 4-lane major thoroughfare that cuts across the westside, will not be impacted by this development.

Many additional transportation related changes are being planned for the area. The most significant change will be the new interchange of West Washington St. and a realigned Harding St. All the traffic projections in the Impact Study, which forecast "no significant impact" on the westside traffic flow, assume that this connector will be completed by 1990. (13) Although 3 tentative alignments of Harding St. have been proposed, the final

(7) Ibid.
(8) Ibid.
(9) Ibid.
(10) Ibid.

(11) Ibid.
(12) Ibid.
(13) White River State Park
Impact Study, P. 37

WEST WASHINGTON STREET CORRIDOR PLAN

MAP 4 COMMERCIAL DEVELOPMENT OPPORTUNITIES ASSOCIATED WITH THE WHITE RIVER RIVER STATE PARK PROJECT

SECONDARY COMMERCIAL POTENTIAL:

- A. Harding Street Interchange with I-70
- B. Intersection of W. Washington and
(relocated) Harding Street

PARK-ORIENTED DEVELOPMENT POTENTIAL:

- 1. Stringtown
- 2. Harding Street Corridor (W. Washington
Street to Oliver Street)

 WHITE RIVER STATE PARK



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decision regarding its location will not be made until June, 1986 (for more information concerning this proposed extension, see Chapter V, Transportation).

Another project that will significantly impact the area is the proposed widening of Washington St. east from the interchange with the relocated Harding St. This improvement was prompted by concern that Washington St. would be unable to handle the traffic going east from Harding St. This project is under the jurisdiction of the state and preliminary design work was scheduled to begin in August, 1985.

Hence the transportation impacts of the White River State Park development on West Washington St. are sure to be significant. The fact that the location of the intersection of Harding St. and Washington St. has not been decided complicates the recommendations that can be made as a result of this plan.

Other developments that promise to draw attention to the Westside are linked to IUPUI's expansion and the continually developing amateur sports facilities. These facilities, the site of the 1987 Pan Am Games, are located just north of the proposed White River

State Park. In addition, the City has completed a study of the Oliver Ave. and Morris St. commercial corridors, located just south of Washington St. This revitalization plan presented here is intended to complement these activities and generate still more development on the nearwestside.

Confusion for the area residents and businesses could result if all these changes are not coordinated. The purpose of this plan is to temper change through planning to insure that chaos is not the outcome. Any subsequent development should be in accord with this plan, which outlines goals and objectives for the area as defined by the area's current residents and businesses.

The planning committee for the West Washington St. Corridor plan consisted of the Board of Directors and Advisory Board of the National Road Conservation Assoc., the merchants organization representing this area. As such, representatives of the existing business interests along West Washington St., as well as the social service and neighborhood organizations in the area were included in the planning process. Development of the plan took place over several months between October 1984 through June 1985.

The plan is divided into several chapters. Chapter III provides an historical framework for the analysis, which is followed by Chapter IV, the existing conditions of the Corridor. Chapter V will explain the Transportation issues that surround West Washington St. Two surveys were done, one of residents and another of businesses, and Chapter VI will highlight the results of these surveys. Finally, Chapter VII ties together the previous chapters by outlining the actual goals and objectives of the plan and the recommended action program to achieve these goals and objectives.

CHAPTER III

BACKGROUND INFORMATION

HISTORY OF THE AREA

West Washington Street is first and foremost significant as part of the National Road. First called the Cumberland Turnpike, or Cumberland Road, the National Road was begun at Cumberland, Maryland, in 1808. Predating the Lincoln Highway, it served as a "main street" from the East Coast during the first major surge of westward settlement. Construction of the road was slow and it wasn't until 1821 that surveys for the road's route were run through Ohio, Indiana, and Illinois.

The road, as originally proposed by the Federal surveyors, would have been located about fifteen miles south of Indianapolis. This fact was brought to Congress' attention and a letter was drafted asking for a change in the line of the road, so that it would come to the new state capitol. The legislature argued that the site of the capitol was not only nearer the center of the state but had at that point elevated banks on both sides of the White River which would provide a good site for a bridge that would be usable even during times of high water.

Congress did not change the location of the road until 1825, when Jonathan Jennings secured an amendment bringing the road to Indianapolis.

Specifications of the roadway called for a 30 foot strip of broken stone with a gravel surface, to be flanked by 25 feet of right-of-way on either side. No grade was to be greater than four (4) percent, an easy requirement on the relatively flat terrain of the Midwest. The first bridge over the White River, one of the selling points of the relocation, was constructed in 1834 by William Wernig and Robert Young.

The road followed the line of Washington Street within the municipal limits of Indianapolis. Washington St. had been designated the primary east-west thoroughfare of Indianapolis by the Ralston Plat of 1821. The plat, prepared by Alexander Ralston and Elias P. Fordham, provided Washington Street with a 120 foot right-of-way, 30 feet greater than the right-of-way of all other streets identified in the plat. Thus Indianapolis' main street became a part of the nation's "main street" the National Road.

As Indianapolis expanded beyond the boundaries of the Ralston plat, Washington Street continued

to follow the route of the National Road. 1848 saw the construction of the Central Indiana Hospital for the Insane at 3000 West Washington Street. At the time this site was considered to be a remote location. Residential and commercial development have since sprung up around it as the Westside grew and developed.

With the coming of the railroads to Indianapolis the area west of the Ralston plat saw significant industrial development. The White River was a logical location for meat packing operations and the Belt Railroad, constructed around the City in 1877-78, made the area an ideal location for the Union Stockyards. The stockyards were opened for business November 12, 1877, with grounds covering 12 acres and the capacity for the care of 4,000 head of cattle and 35,000 hogs. The stockyards attracted other industrial operations to the area, all of which attracted workers to the Westside.

1. Early Settlers

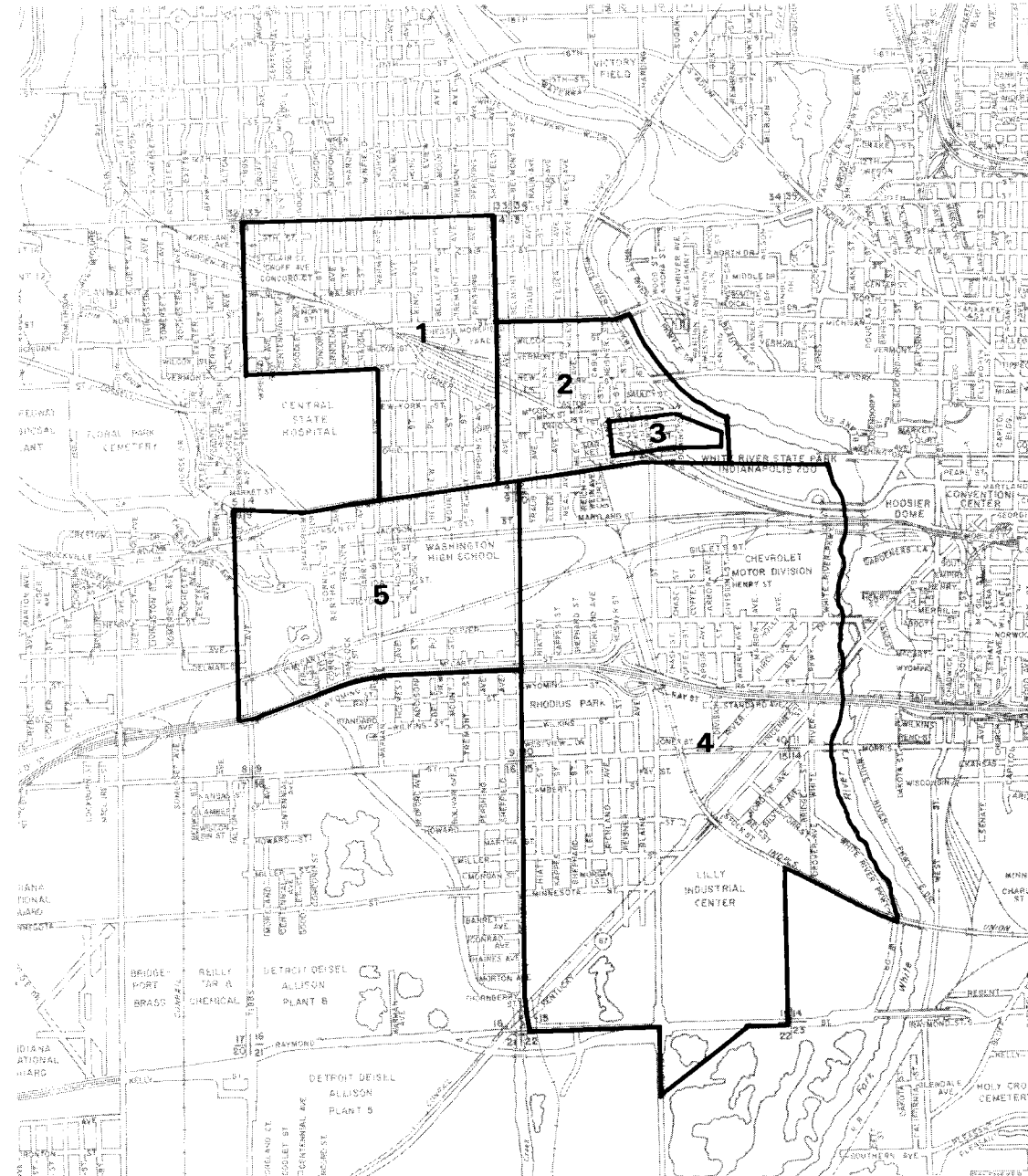
A village developed north of the stockyards which came to be known as Belmont. In the spring of 1882 the residents of the area decided to incorporate their community, and on March 5 a petition was filed for the incorporation of the

town of (what was then known as) West Indianapolis. The new town straddled Washington Street, covered an area of 1,565 acres and had a resident population of 471. Its boundaries were Kentucky Avenue on the south, the main line of the Penn-Central railroad on the north, Big Eagle Creek on the west and White River on the east. By 1890 the town's population had increased to 3,527. In 1894 it was decided to incorporate as a city, and the town trustees divided the town into 3 wards and 7 precincts in preparation for the election of city officers on May 1 of that year. The Republican party succeeded in electing their entire ticket except for the councilmen representing the third ward. West Indianapolis was annexed to the City of Indianapolis by ordinance on March 16, 1897. At the time of annexation, its debt was \$79,000, which was much larger than that of any other towns annexed by Indianapolis up to that point.

Haughville began in 1882 when Benjamin F. Haugh moved his iron works across the river to West Michigan Street. Haugh's company, and others, actively recruited East European immigrants to work in their plants. Slovenes and Armenians settled the Warman, Holmes, and King farms. Haughville extended from

WEST WASHINGTON STREET CORRIDOR PLAN

MAP 5 HISTORICAL NEIGHBORHOODS



1. HAUGHVILLE
2. STRINGTOWN
3. INDIANOLA
4. WEST INDIANAPOLIS
5. MOUNT JACKSON



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Washington Street to 10th Street and from Belmont to Tibbs Avenue.

With the exception of immigrant Jews, the Slovenes were the largest group of Eastern Europeans in the city. At first the immigrants were men only. They boarded, paying usually \$6.00 monthly for their room, meals and laundry. Then Slovene women and children began to arrive, and the families bought homes north of Michigan Street on Holmes, Warman, and Haugh Streets.

Located west of West Indianapolis on Washington Street was the town of Mt. Jackson. The town's name originated with the farm which originally had been located at the site. Owned by George Smith, the first newspaper proprietor and editor of Indianapolis, the farm was named in honor of Andrew Jackson. Petition for the area's annexation to Indianapolis was filed on September 3, 1888 but was opposed by some of the residents. An election was held on January 5, 1889 at the grocery store of Doris Baker to decide the issue. Of the 64 votes cast, 37 favored incorporation and 27 opposed, and so the town was incorporated. Annexation to Indianapolis finally came on March 15, 1897.

2. Transportation

Transportation systems were needed

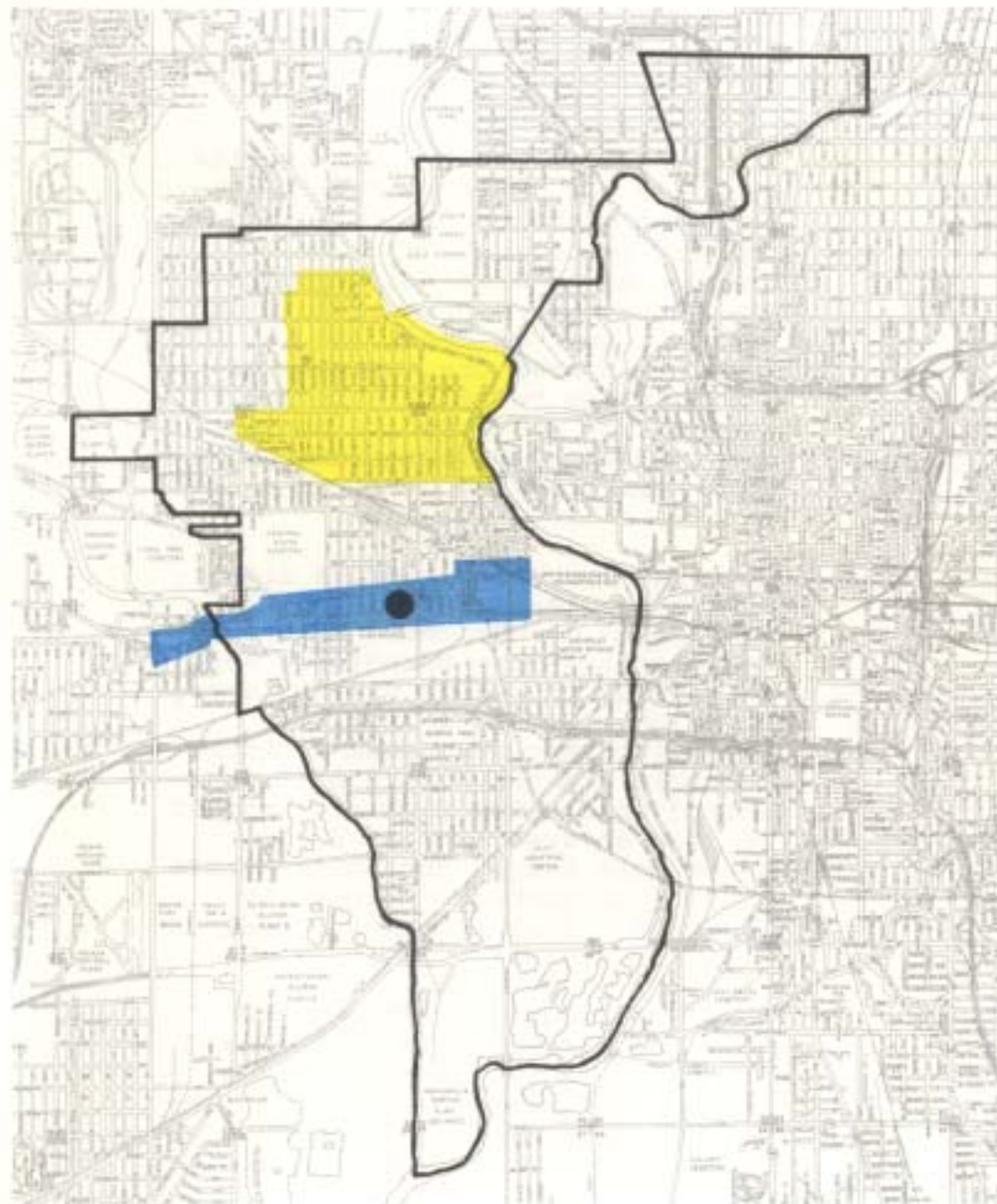
to serve these new residents on the West side. Mule car service began city wide in 1864 and West Washington Street was served out to Central State Hospital. Between 1890 and 1894, all the mule drawn cars were converted to electric trolleys, which served the City until the middle of the 20th century.

In 1904, Indianapolis was the victim of disastrous flooding, which destroyed practically all the bridges over the White River. Because the City's finances were insufficient, the county assumed the responsibility of reconstructing the bridges. The Washington Street bridge, a steel girder structure on stone abutments, was built at a cost of \$147,000.00. With the relocation of Washington Street that has occurred because of the development of the White River Park, this bridge will no longer be used for car traffic. Instead of being torn down, however, the bridge is being incorporated into the new park as a pedestrian walkway that will be lined with shops and eating places.

The presence of factories producing heavy industrial goods along West Washington and the White River made the area a logical location for part of Indianapolis' developing auto industry in the early decades of the Twentieth Century. Several Indianapolis com-

WEST WASHINGTON STREET CORRIDOR PLAN

MAP 6 / IPS GEORGE WASHINGTON
HIGH SCHOOL TERRITORY 1985-1986



- LOCATION OF SCHOOL
- SCHOOL DISTRICT BOUNDARY
- CORRIDOR PLAN BOUNDARY
- BUSED TO WAYNE TOWNSHIP



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panies converted from manufacturing items such as farm equipment to the manufacture of automobiles and automobile components. The Parry Manufacturing Company was one of the world's largest wagon manufacturers, and produced the "Parry" automobile on the present site of General Motors Truck and Commercial Body Plant at 340 South White River Parkway.

A combination of factors precipitated a decline in Indianapolis' auto industry and by 1937 the last automobile assembly plant on West Washington Street had closed its doors. The reluctance of local manufacturers to adopt mass production techniques, their dependency on the luxury car market, and the economic depression of the 1930's all combined to destroy the local car companies. What survived were auto parts manufacturers that had become subsidiaries of the Detroit conglomerates. Two plant structures on West Washington Street which survived from this period are the former Duesenberg Motor Company plant at 1511 West Washington, and the former Thompson Pattern Works, at 1532 West Washington. The Duesenberg Company plant, often cited as a model of a well lighted industrial plant, folded in 1937.

3. George Washington High School

Despite the growth in the popula-

tion that had occurred, the west side could not boast of its own high school until George Washington High School, located at 2200 West Washington Street, opened in 1927 at a cost of \$435,700.00. Its initial enrollment was 860 children from neighborhoods that traditionally had not interacted - Haughville, Hawthorne and West Indianapolis. Its enrollment continued to climb until it reached over 2000 in 1934, well over the capacity of the existing building. In 1937, an addition was built to house some of the overflow. Enrollment continued to climb until it peaked in 1963 at 3000 students.

Although George Washington High School was the first naturally integrated neighborhood school in Indianapolis, its boundaries were changed by the court ordered desegregation. Students from Haughville are now bused to Wayne Township and the Blacks that now attend Washington High are brought in from an area east of Sugar Grove Golf Course and the southern portion of what was originally Shortridge High School's school district (Map 6).

This desegregation plan, along with the construction of I-70 and the trend in declining birth rates, has led to a decline in the number of students attending George Washington High School.

George Washington High School officials feel this decline is now being arrested, as projections for the 85-86 school year are the first to indicate an increased enrollment to 1350. The following chart shows the past enrollments of Washington High.

GEORGE WASHINGTON HIGH SCHOOL
FALL ENROLLMENT OF PAST 12 YEARS

<u>Year</u>	<u># Students</u>
1973-74	1743
1974-75	1639
1975-76	1626
1976-77	1703
1977-78	1636
1978-79	1696
(H.E. Wood Students at G.W.H.S.)	
1984-85*	1316
1979-80	1633
1980-81	1607
1981-82*	1625
(Shortridge Students at G.W.H.S.)	
1982-83*	1508
1983-84*	1391
1985-86*	1350 (Estimate)

*Indicates Desegregation Years -
First 9th Graders from Haughville
to Wayne Twp. in September 1981.

George Washington High School has been responsible for bringing a certain amount of prominence to the west side. The "Continental" have been state basketball champions twice, state football champions twice, the state girls' track champions and the boys' golf

champions. Phillip Bayt, a former Mayor of Indianapolis, graduated from Washington High School, as did several professional athletes.

The Black Walnut trees that are found in the front yard of George Washington High School are significant because they were sprouted from seeds sent from Mt. Vernon, George Washington's home. At the time the school was constructed saplings could not be transported easily across great distances, so the seeds were sent and sprouted by the science department of the high school.

4. Post World War II

The years since WWII have not been kind to West Washington St. Growing reliance on personal cars and subsequent suburban development has resulted in a decline in the number of consumers shopping on West Washington St. Gradually, groceries and drugstores have relocated to suburban shopping centers with newer facilities and adequate parking facilities, leaving a legacy of vacant buildings and lots on West Washington St. New uses that moved in were less neighborhood oriented and more interested in catering to the needs of the through traffic on West Washington St. For instance, several grocery stores have occupied the site of what is now Used City

Furniture, and until 1970 a drug store could be found at 2901 West Washington Street, now the site of Jordon's Cabinets and Tile. More information concerning land use changes may be found by consulting Appendix B.

An analysis of the historical uses on West Washington St., obtained via research in the Polk's Directory from 1945 to the present, substantiates the fact that West Washington St. did fall prey to just these trends. Chart I shows a compilation of the number of establishments in each of 7 categories for these 40 years and should be consulted for more detail.

Although there has been some fluctuation in the number of industrial uses along the Corridor, that number has basically stayed around 10 for the past 40 years. More change has occurred in both the residential and commercial categories.

The most dramatic loss has occurred in the number of residences found on West Washington St., particularly single-family residences. Their numbers declined by 56% between 1945 and 1985. This decline was particularly dramatic between 1965 and 1970, when 25 single family homes were lost.

Analysis of the number of commercial uses on West Washington St. reveals this was a steadily increasing component of West Washington St. until 1965. The greatest amount of growth occurred immediately after World War II, the result of pent-up demand delayed gratification by the war effort. This increase in the number of commercial establishments continued until 1960, when retailers and consumer oriented services began their exodus to the suburbs in earnest. As the number of these neighborhood commercial uses declined, the percent of auto related uses on the Corridor increased from 23.3% in 1945 to its current 28.5%.

The decline on West Washington St., however, can be arrested. Interested neighborhood organizations exist on either side of West Washington St. and a merchant's organization exists that reflects the interests of West Washington St. The development of White River State Park along with the Harding St. extension, should spur economic activity in the area.

Officials at George Washington High School report some revitalization is already taking place in the neighborhood, as younger couples move in and restore the homes. In 1984, 33 homes were acquired and rehabilitated in West

Indianapolis through an Urban Development Action Grant program. In addition, Hawthorne, Mary Rigg and Christamore House are jointly sponsoring a paint-up/fix-up pro-

gram in 1985-86 that has a budget of \$27,900. The restoration of the neighborhood shopping area is the next item on the agenda, and the purpose of this plan.

Chart I

West Washington Street Corridor Study
Historical Occupancy 1945-1985

	Service	Commercial Retail	Auto	Overall	Industrial	Single	Residential 2-Family	3+	Overall
1945									
East	29	22	10	61	10	58	6	7	71
West	10	8	11	29	0	31	1	0	32
Overall	39	30	21	90	10	89	7	7	103
1951									
East	41	21	9	71	9	58	7	6	71
West	11	10	16	37	2	25	4	0	29
Overall	52	31	25	108	11	83	11	6	100
1955									
East	44	21	13	78	8	57	8	6	71
West	11	8	18	37	2	21	3	0	24
Overall	55	29	31	115	10	78	11	6	95
1960									
East	42	25	10	77	8	47	9	8	64
West	14	10	18	42	3	23	0	0	23
Overall	56	35	28	119	11	70	9	8	87
1965									
East	40	21	11	72	9	55	8	9	72
West	15	10	14	39	0	20	3	0	23
Overall	55	31	25	111	9	75	11	9	95
1970									
East	36	19	11	66	7	36	8	9	53
West	8	10	15	33	3	14	1	1	16
Overall	44	29	26	99	10	50	9	10	69
1975									
East	35	17	9	61	7	38	9	7	54
West	9	4	17	30	1	9	2	0	11
Overall	44	21	26	91	8	47	11	7	65
1980									
East	28	19	8	55	5	30	8	8	46
West	12	7	17	36	1	10	0	0	10
Overall	40	26	25	91	6	40	8	8	56
1985									
East	32	13	6	51	9	30	8	5	43
West	7	12	20	39	0	9	0	0	9
Overall	39	25	26	90	9	39	8	5	52

East = East of North Tibbs/Sanitarium Avenues
West = West of North Tibbs/Sanitarium Avenues

CHAPTER IV

EXISTING CONDITIONS

After reviewing the history of West Washington St. and the changes that have taken place over time an assessment was made of the current status of the Corridor. The uses in and condition of the Corridor were surveyed, catalogued and analyzed. These current conditions provide the basis for the proposed revitalization plan for the area.

A. CORRIDOR WIDE

1. Land Use

Current land uses found within the Corridor are varied and chaotically arranged. (Map #7) Commercial, residential, public/institutional, industrial and recreational uses abut one another with

little or no buffering or transitions. The following chart shows the different uses found on West Washington St. and the amount of acreage devoted to each.

Existing industrial uses are found primarily in the eastern part of the Eastern sector. All are of a light industrial or warehousing character.

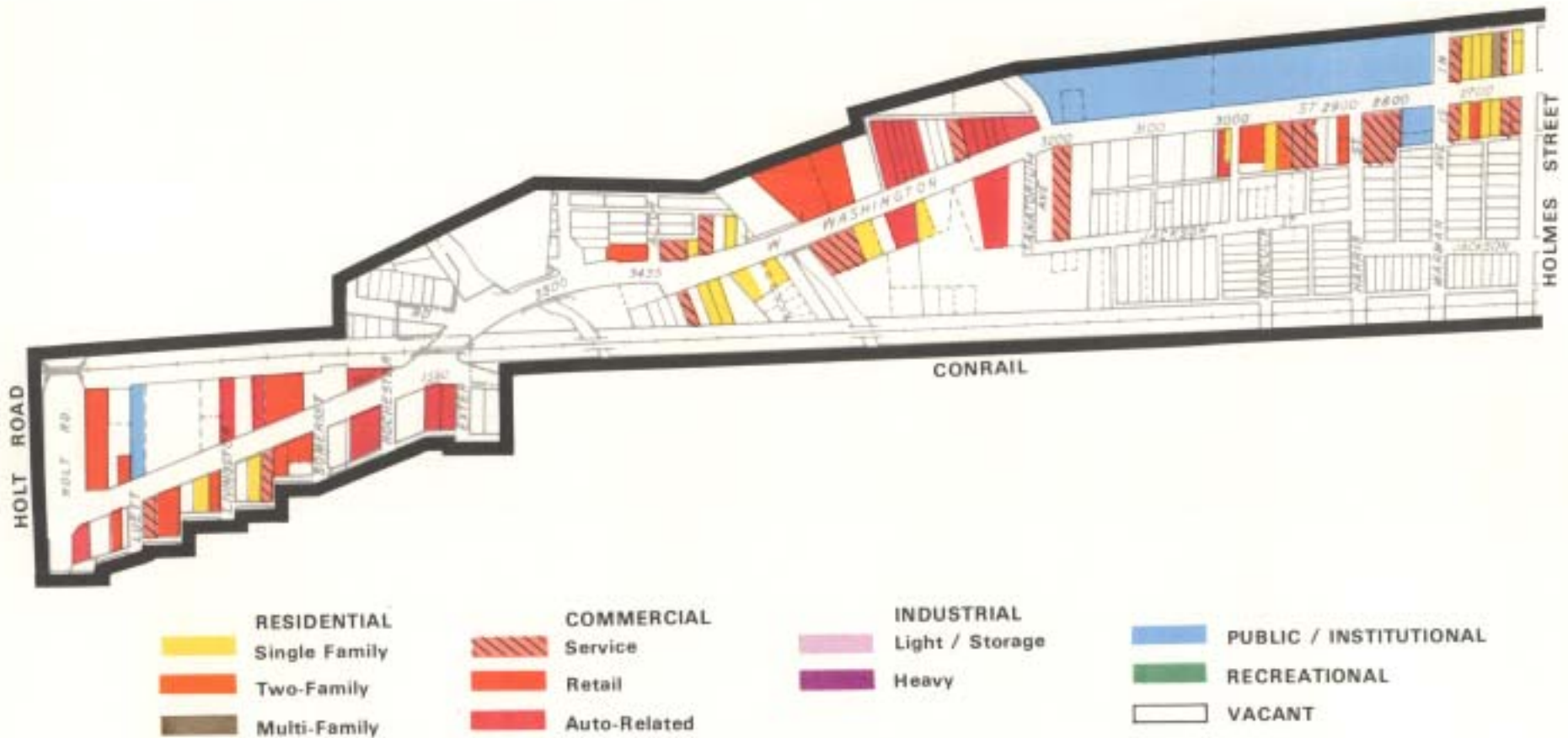
Commercial uses predominate along the Corridor but vary greatly in character, kind and condition. Retail and service commercial uses are found east of N. Tibbs/Sanitarium Ave., while a large percentage of auto related uses are found further west.

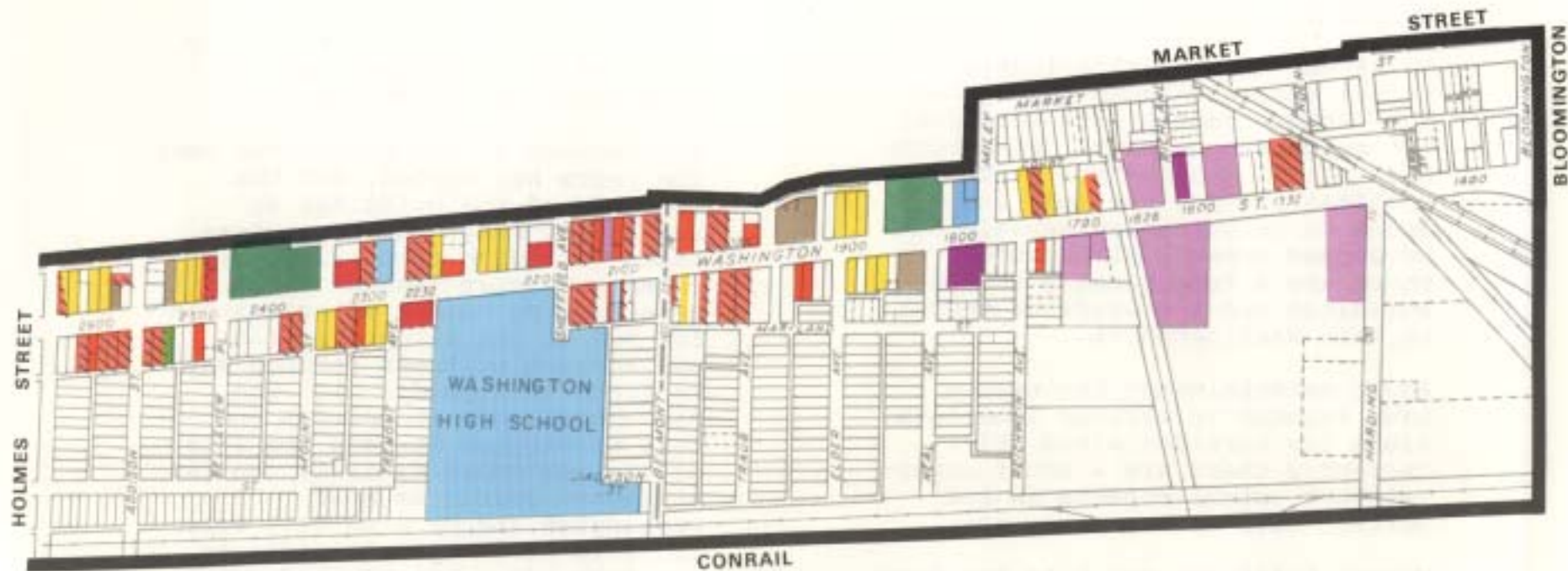
Residential uses have declined in number over the years but still remain a strong element in the overall composition of the Corridor. Conversion of single-

Land Use	% of Acres	% of Acres
Single Family	6.325 Acres	9.63%
Two Family	1.15 Acres	1.75%
Multi-Family	1.4 Acres	2.13%
Commercial/Service	8.275 Acres	12.60%
Commercial/Retail	6.25 Acres	9.51%
Commercial/Auto Related	6.1 Acres	9.28%
Industrial/Light Storage	5.0 Acres	7.61%
Industrial/Heavy	.3 Acres	.45%
Public/Institutional	26.5 Acres	40.34%
Recreational	4.4 Acres	6.70%
Total	65.7 Acres	100.00%

WEST WASHINGTON STREET CORRIDOR PLAN

MAP 7 / EXISTING LAND USE-1985





October, 1985

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family residential units to multi-family residential or commercial uses has occurred throughout the Corridor.

Parks and other public/institutional uses are found throughout the Eastern part of the Corridor. Two neighborhood parks, Washington High School and Central State Hospital provide the only green space on an otherwise densely developed commercial Corridor. There are 3 freestanding church buildings and 1 storefront church on West Washington St.

Adult entertainment businesses have existed in various locations along the Corridor since 1970. Currently there are 4 adult entertainment establishments in the western half of the study area.

Vacant buildings and lots are scattered throughout the Corridor, further contributing to its unkempt appearance. Most of these vacant structures are of a commercial nature, as businesses have relocated or folded over the years and not been replaced.

2. Building Conditions

The condition of the buildings found along the Corridor is almost as varied as the uses they hold. (Map #8) The buildings themselves

east of N. Tibbs Avenue are much older than those found further west: survey results indicated 61.5% of these buildings are at least 30 years old, whereas only 36.5% of the buildings west of that point were that old.

Maintenance on the structures over the years has varied, but the majority of the buildings do require at least minor maintenance. Building conditions were rated as either "sound" or as experiencing "minor deterioration" for 90% of the structures (An explanation of these ratings may be found in Appendix D). The commercial node at Belmont and West Washington St. and the site of the new Metro facility (on the southwest corner of West Washington and Harding St.) were found to be in "poor" condition, but both are currently undergoing rehabilitation that should restore them to sound condition. The southwest corner of Belmont and W. Washington St. remains in dilapidated condition, however, as do a few other vacant structures along the Corridor.

3. Streetscape

The streetscape is comprised of a number of elements that together make up the visual impact of the Corridor--elements such as sidewalk condition, street trees and furniture, lighting, facades and

signage. Streetscape components that complement one another and the existing buildings establish a sense of order and unity in a place--a quality that is lacking on West Washington St. The streetscape that currently exists along West Washington St. is visually chaotic and aesthetically displeasing. Street and curb conditions vary greatly along the Corridor, the only landscaped areas are found in the public/institutional uses or front yards of some of the residential or converted residential structures. These conversions add to the havoc on the street, as parking requirements are rarely met and the resulting conversions are often poorly done. Most parking lots are neither paved, buffered, nor adequately lit. Signage is cluttered and inconsistent, and vacant sign poles abound along the Corridor. Building facades are deteriorating and setbacks are inconsistent.

The condition of the infrastructure in the Corridor requires further elaboration. The condition of the streets, sidewalks, and curbs that line West Washington St. again showed much variability, ranging from "good" to "nonexistent." Although the condition of the entire sidewalk varied, all of the area east of N. Tibbs Ave. showed evidence of having had

curbs and sidewalks poured at one time. This is not true further west--areas exist where no pedestrian walkways have ever been provided.

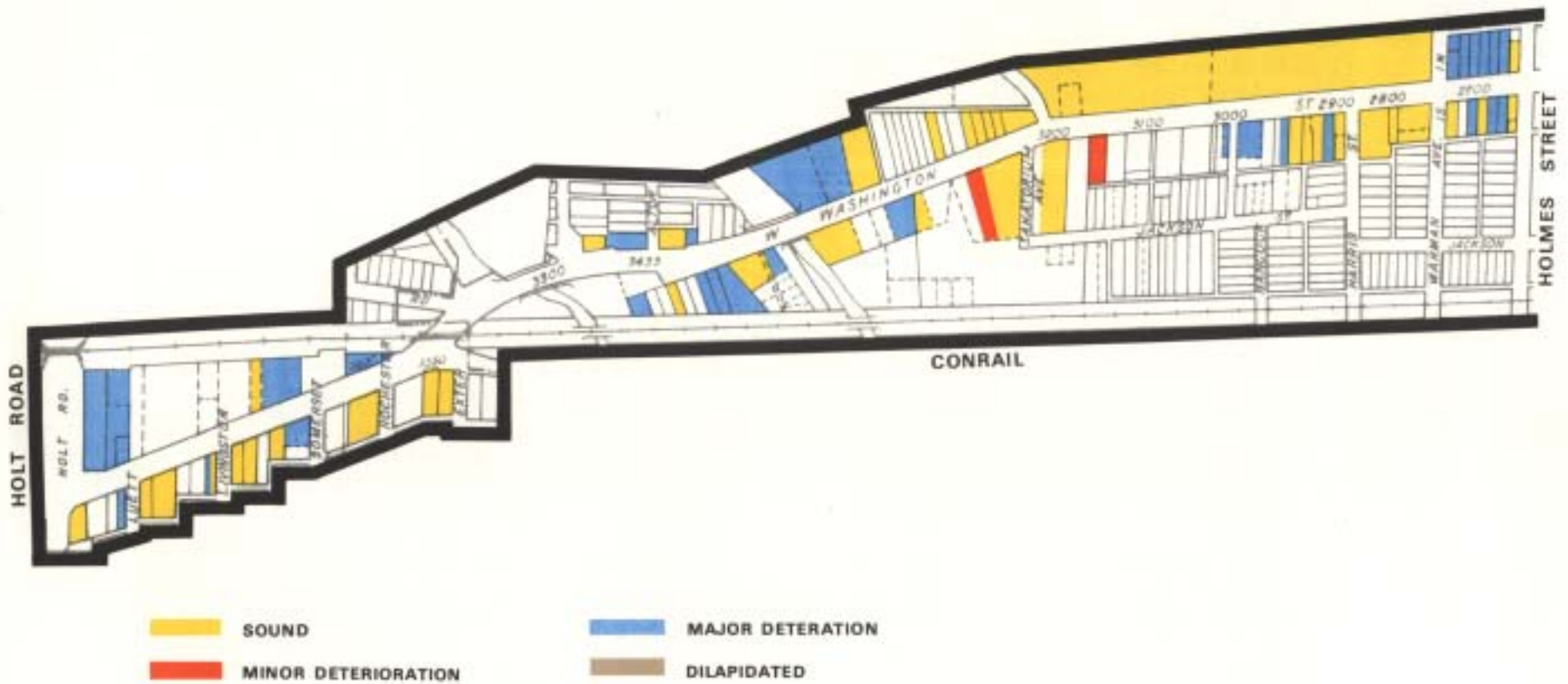
Street condition is similarly spotty throughout the Corridor. "Good", "Fair" and "Poor" ratings are found all along West Washington St.

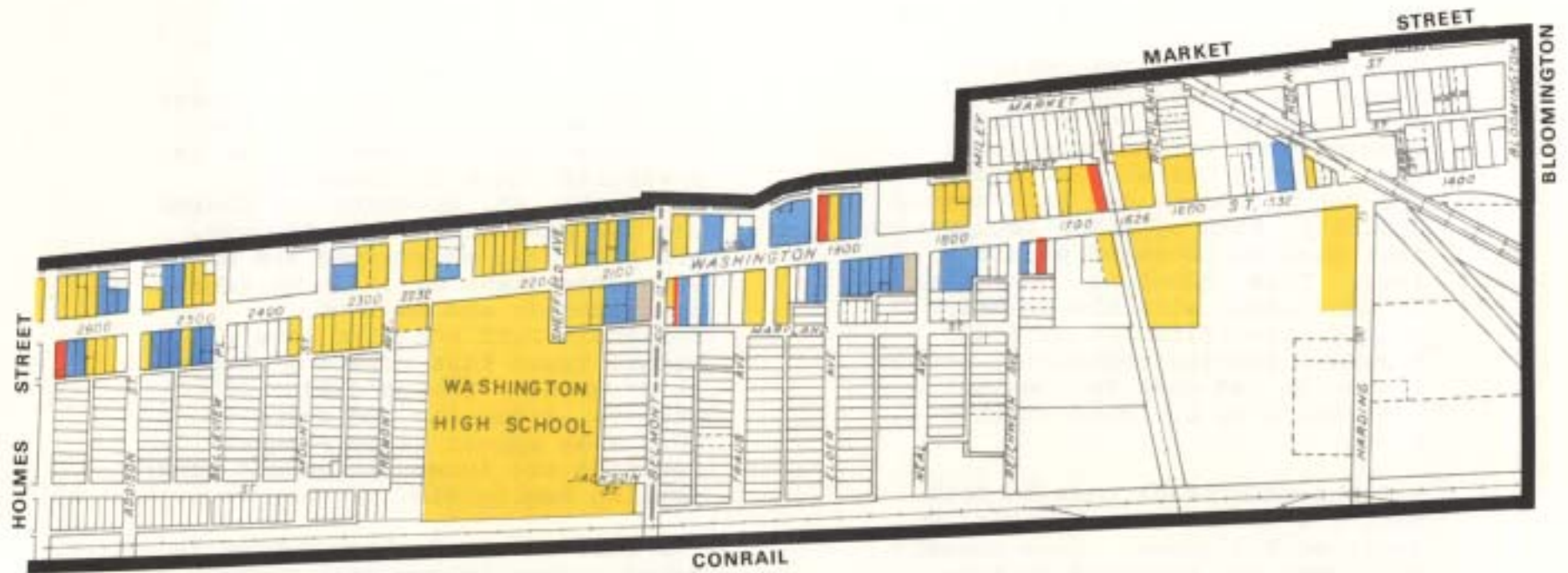
Parking and lighting are other components of streetscape that require more analysis. The physical survey revealed a shortage of parking along the Corridor that contributes to its undesirability as a shopping district. Some off-street parking lots are provided, but again their upkeep and condition varies, and the number of spaces provided is not sufficient to meet the demand. Street and traffic lighting appears to be adequate.

In order to study the area more thoroughly, the Corridor was divided into 2 subareas, divided by N. Tibbs/Sanitarium Avenue. Although issues are similar throughout the Corridor, the age and character of the development changes dramatically west of Central State Hospital. These subareas are as follows: Eastern sector: Harding St. to N. Tibbs/Sanitarium Avenues; Western sector: N. Tibbs/Sanitarium Avenues to Holt Avenue.

WEST WASHINGTON STREET CORRIDOR PLAN

MAP 8 / EXISTING BUILDING CONDITIONS





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B. EASTERN SECTOR ANALYSIS

The Eastern sector is currently the site of a number of disparate uses. The first 3 blocks, from Harding Street to Reichwein Avenue, are industrial in character. Light industrial and warehousing uses predominate here, most notably Carter-Lee Lumber and the Metro Storage and Maintenance Facility, both of which occupy several hundred thousand square feet. This industrial character is consistent with the existing zoning classification of I-4U. However, service commercial establishments and some residential uses may also be found in this area.

All the industrial uses in this part are housed in industrially designed buildings. Some commercial uses are situated in converted residences. Buildings that have occupants are generally well maintained; however some vacant buildings are not well maintained.

West of Reichwein Avenue to Traub Avenue the Corridor takes on a residential character. This area is zoned D-5, low density residential, and most of the uses are still of a residential nature. Exceptions to these residential uses are a church, Indianola Park, a vacant car center surrounded by a vacant lot and some vacant commercial buildings.

Most of the buildings West of Traub Ave. are experiencing at least minor deterioration. The homes, once stately and proud, have been subdivided into apartments and neglected over the years. The vacant car care center lot is overgrown with weeds and the other vacant commercial is in a similar state of disrepair. Washington St. Presbyterian Church and the Hawthorne Park, however, are both well maintained and provide some green space in an area of disrepair and neglect. Indianola Park contains several mature trees that create a restful environment. The condition of streets, sidewalks and curbs in this area appear to be adequate. Setbacks are inconsistent and landscaping negligible.

The rest of the Eastern sector is zoned community-regional commercial with the exception of some special use districts for George Washington High School and Central State Hospital. This area is the heart of the consumer commercial development present on West Washington St. Commercial uses dominate in this area with residential uses playing a minor role. The condition and nature of these commercial uses, however, varies greatly. Some are housed in commercial buildings, and there is evidence in places that the area was developed at one time because of the similar character and setback

of the buildings. However, this sense is constantly interrupted by existing housing, residential units that have been converted to commercial use, vacant lots and buildings and even some new structures. Most of the buildings are "sound" or experiencing "minor deterioration." Most of the commercial uses are service in nature, with a few service stations and retail establishments.

The parking shortage is critical here, especially between Belmont and Warman Avenues. On-street parking is allowed and a few parking lots exist behind buildings, but there is not enough. A number of the merchants provide no off-street parking and what lots do exist are often poorly designed and maintained. A comparison between parking spaces required by the zoning ordinance and those provided revealed a shortage of 150 spaces overall. This shortage is especially critical in the 2300 block, 2500 block, and 2700 block of West Washington Street.

The public infrastructure in this part of the Corridor is in a deteriorated state. Although sidewalks and curbs have been laid, many are crumbling and in need of new pavement. Because of the compactness of the development here, this area could easily lend itself to pedestrian movement. The street conditions are similarly

spotty, good in some places and deteriorated in others.

A crucial intersection exists in the interchange of West Washington St. and Belmont Avenue. The buildings on the south side of Washington St. on either side of Belmont have stood vacant for some time. One of these was a theatre that served the community for years. The other structure is potentially historic because of its terra cotta facade. There are plans to renovate the former theatre, which, if implemented, should stimulate reinvestment in the immediate area. West of Sheffield Avenue on the south side of the street is George Washington High School. This is a massive school building, which is well-maintained and the grounds well-landscaped. Hawthorne Park is another sub-neighborhood park in this area. Unlike Indianola Park, Hawthorne Park is in need of much upgrading. Nevertheless, it and the high school provide the only green space in this section of the Corridor.

Churches anchor the northwest and southwest corners of Tremont and Warman Avenues respectively. Another prominent use in this section of the Corridor is Central State Hospital, whose grounds front on 3 blocks of West Washington St. Although the buildings are well set back,

leaving a huge expanse of well-tended yard lining Washington St., the area is foreboding. Evidence of this can perhaps be seen immediately across the street, where a vacant lot stretches for two blocks. Formerly the site of a furniture store, it now is the site of a battle between weeds and disintegrating concrete. Another large vacant lot is also found in the 2400 block of West Washington St., in a similar state of disrepair.

C. WESTERN SECTOR ANALYSIS

Continuing West of Central State Hospital, one enters the Western sector of the Corridor. The complexion of this area is quite different from that of the Eastern sector. Many of the buildings are evidently post-fifties development. They are further set back with front yard parking. This area is further separated from the Eastern sector by the crossing of Eagle Creek and the intruding and confusing intersections of S. Tibbs Avenue and Rockville Road. The uses here are also different, indicative of a change in zoning to C-5 on the north and I-4U on the south. Nonetheless, the kind and condition of these buildings are as jumbled as those found in the Eastern sector. Auto related uses dominate in this sector. There are 11 auto or mobile home sales or repair establishments

located here. Adult entertainment businesses have taken root in this sector. Small scale retail and service establishments are also present, interspersed with deteriorating housing units.

Building and lot conditions again vary from "sound" to experiencing "minor deterioration." Signage is cluttered, inconsistent and often gaudy. Street, sidewalk and curb condition is poor throughout; in fact there are no sidewalks at all in parts of this sector. Landscaping is non-existent and parking spaces are in short supply here, as in the Eastern sector.

Ignoring for a moment the condition of the facilities, an analysis was made of the uses found on West Washington St. compared to other neighborhood commercial centers. Using data collected by the Urban Land Institute (ULI)* as a point of comparison, the following chart was compiled. (See Chart II)

*The ULI is an independent, non-profit research and educational organization incorporated in 1936 to improve the quality and standards of land use and development.

Chart II
WEST WASHINGTON STREET CORRIDOR STUDY

Tenants Most Frequently Found in U.S. Neighborhood Shopping Centers¹⁴

Tenant Classification	Rank	Median GLA*	Found On W. Wash.	W. Wash. Median GLA	W. Wash. Total GLA
Food					
Supermarket	2	25,500	Yes - 1	2400	2400
Food Service					
Restaurant without liquor	8	2,250	Yes - 2	3050	6100
Restaurant with liquor	4	3,200	Yes - 8	3500	28000
Fast food/carryout	9	1,500	Yes - 2	2400	5600
Clothing					
Ladies Speciality	17	1,440	No		
Ladies ready-to-wear	10	1,700	No		
Home appliances/music					
Radio, video, stereo	13	1,800	Yes - 4	3000	13800
Gifts/specialty					
Cards and gifts	14	2,250	No		
Jewelry and cosmetics					
Jewelry	19	1,000	No		
Liquor					
Liquor and wine	16	2,450	Yes - 2	1650	3300
Drugs					
Drug	12	5,800	Yes - 1	5200	5200
Other retail					
Other retail	5	1,320	Yes - 16	2500	61275
Personal services					
Beauty	1	1,200	Yes - 2	2200	4400
Barber	11	615	Yes - 2	3100	4400
Cleaner and dyers	6	1,500			
Financial					
Banks	18	3,188	Yes - 2	2500	5000
Savings and Loan	20	2,048	No		
Real estate	15	1,200	Yes - 1	1600	1600
Offices (other than financial)					
Medical and dental	7	1,200	Yes - 1	2100	2100
Other offices	3	1,135	Yes - 6	2400	20800

*GLA = Gross Leasable Area

¹⁴"Dollars and Cents of Shopping Centers", 1984 Urban Land Institute. Page 168.

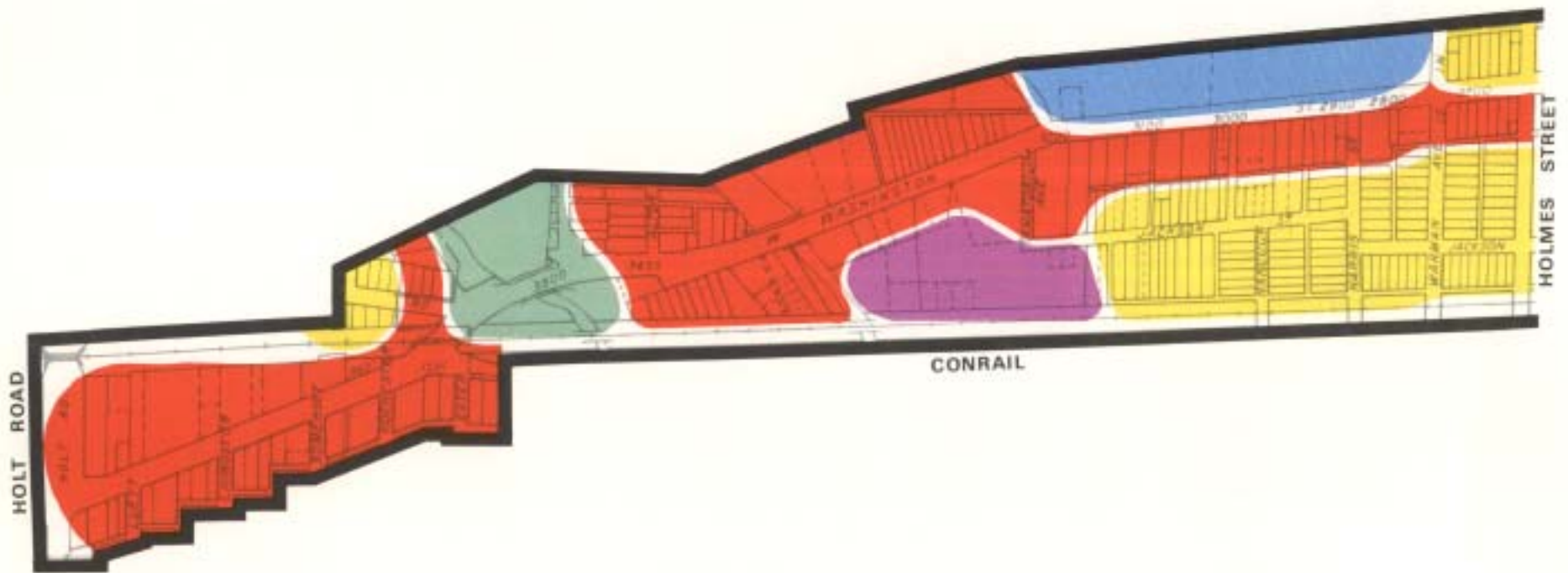
Other Tenants on West Washington Street

Classification	No.	West Washington Total GLA
Public/semi-public*	6	31,875
Auto/trailer related	19	60,000
Service	7	26,200
Industrial	7	609,700
	Total	891,750
Vacant commercial space		42,600
Parking space shortage		150

*Does not include Washington High School

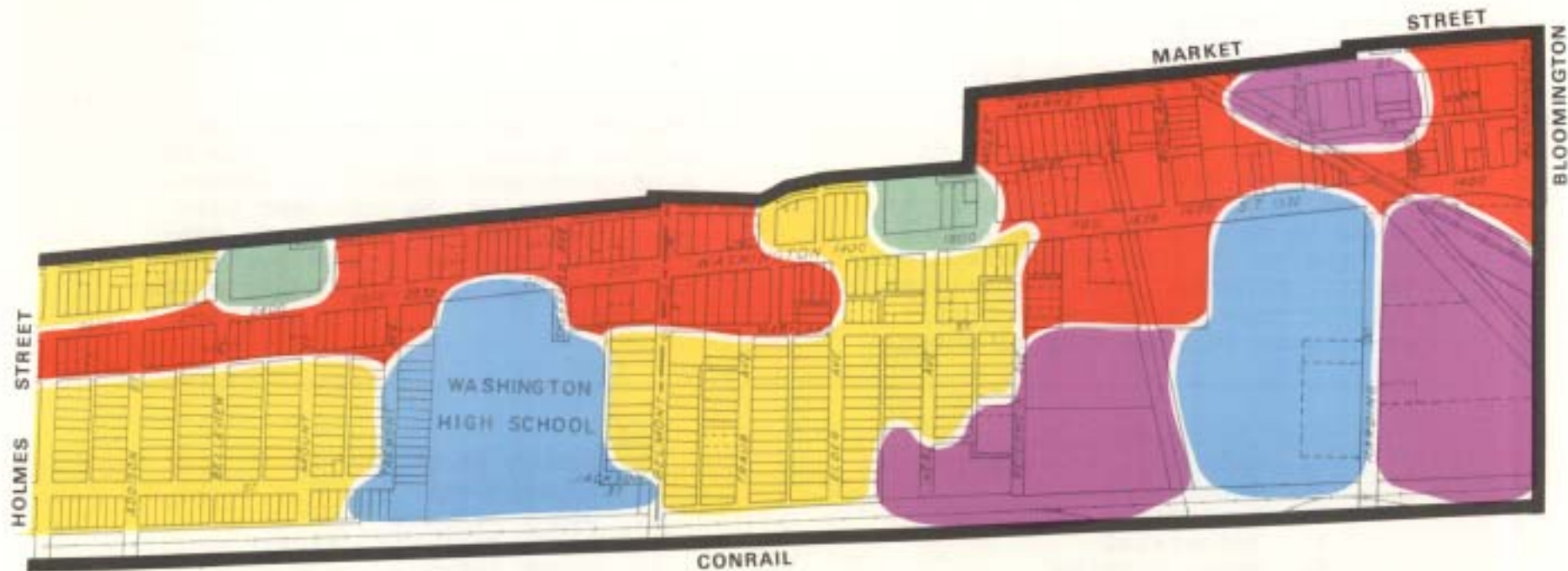
WEST WASHINGTON STREET CORRIDOR PLAN

MAP 9 / CONCEPTUAL MAP



LAND USES

- | | |
|--|---|
|  Residential |  Industrial |
|  Commercial |  Park/Open Space |
|  Special/Public | |



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Analysis shows the Washington St. Corridor does lack some of the specialty retail service businesses commonly found in a neighborhood shopping center, such as clothing, jewelry or card/gift shops.

In addition, West Washington St. has several uses that are not listed by the ULI as likely to be found in neighborhood commercial centers which often dominate. Currently, nineteen auto or trailer related uses are found on West Washington St., as well as seven

industrial and six public/institutional uses. The following ranking shows the top seven uses on West Washington St. compared to those found in neighborhood centers by the ULI.

Clearly, West Washington St. is serving needs other than those of a neighborhood commercial nature. The results of the consumer survey, discussed in Chapter V, confirm the Corridor is not meeting the needs of the surrounding neighborhoods.

West Washington St.

1. Auto/trailer related
2. Other retail
3. Restaurant with liquor
4. Industrial
5. Other Service
6. Public/semipublic
7. Other offices

ULI

1. Beauty Shop
2. Supermarket
3. Other offices
4. Restaurant with liquor
5. Other retail
6. Cleaners and dyers
7. Medical/dental offices

CHAPTER V

TRANSPORTATION

West Washington St from Harding St. to Holt Ave. is classified as a four lane undivided primary arterial. In Indianapolis' street classification scheme, a primary arterial's traffic carrying capability is less than that of freeways and expressways and more than that of secondary arterials, collectors and local streets. A primary arterial is designed to have greater traffic carrying capabilities and higher levels of service than some other at grade routes to facilitate major traffic flow. They either carry higher volumes than other adjacent routes or have the potential to carry higher volumes. Their purpose is to move traffic rather than to serve abutting land use.

As mentioned in Chapter II, West Washington St. is part of the National Rd. (U.S. 40), the first east-west National Highway across the continental United States. Because of this designation, the City of Indianapolis and the State of Indiana share responsibility for maintaining West Washington St. within the City limits. Currently the State Dept. of Highways is responsible for West Washington St. "from curb to curb." Hence, they maintain signals, signage,

pavement, and curbs. Sidewalks, drains, street furniture and sewers are the responsibility of the City of Indianapolis. Therefore, any improvements made must be coordinated through both agencies.

In the study area, West Washington St. is intersected by two primary arterials: Holt Rd., which has an interchange with I-70 and is the western boundary of the study, and Rockville Road. The intersection of Holt Road and Washington St., which is heavily congested and subject to delays, is scheduled for minor spot improvements, such as signals or signage, in the Transportation System Management plan.

West Washington St. intersects two secondary arterials, which are designed to serve a higher percentage of short trips than do primary arterials. They carry significant volumes and are needed to provide system continuity. The two secondary arterials in the study area are Warman and Belmont Avenues.

The north leg of Tibbs Avenue is classified as a collector. As such, its primary function is to collect traffic from an area and move it to an arterial while also serving abutting land use. The intersection of West Washington St. and Tibbs Ave. is ranked 50th

in the City in number of accidents that occur at this site.

With the exception of the Holt Rd.-Washington St. intersection, traffic flow on Washington St. is relatively good for the most part. The Marion County Thoroughfare Plan design standards for Washington St. from Holt Rd. to the new Harding St. calls for Washington St. to be a 6 lane divided roadway requiring 120 ft. of right-of-way. This recommendation, however, has not been given priority, which indicates it will not be needed until after the year 2000.

Traffic counts on Washington St. have declined gradually but dramatically since 1973, as the following chart shows. The construction of I-70 and Rockville Rd. and subsequent rerouting of traffic are felt to be responsible for the decrease in traffic.

The White River Park Impact Study projects little or no impact in westside traffic volumes as a result of the development. Their projections are that the 67% of traffic will come from the north and east sides of Indianapolis and 74% of the vehicles will enter the area via the Interstate Highway System. The following table from the White River Park Impact Study shows the anticipated change in traffic volume west of the new Park.

This forecast of little or no impact is based on several assumptions, one of which is that Harding St. between Washington St. and Oliver Ave. will be realigned and constructed as a four lane divided primary arterial by 1990 (15). Existing Harding St. is a 2 lane collector from Oliver Ave. to Washington St.

CONTINUOUS TRAFFIC COUNTING FOR WASHINGTON STREET

From	To	Unadjusted 24-hr Volumes by Year					
		1973	1975	1977	1979	1980	1982
Holt Rd.	Rockville Rd.	29280	27219	22671	17899	17420	18446
Rockville Rd.	Tibbs Av (N Leg)	28942	29307	22902	24108	23332	22082
Tibbs Av (N Leg)	Warman Ave.	35060	30931	26878	22928	23743	21348
Warman Ave.	Belmont Ave.	26056	26773	23787	20521	20769	19092
Belmont Ave.	Harding St.	29720	24548	21059	18934	19099	17844

WHITE RIVER PARK

CHANGES IN TRAFFIC VOLUMES ON NEARWESTSIDE AND WEST INDIANAPOLIS THOROUGHFARES, 1990

THOROUGHFARE	% PARK TRAFFIC CARRIED*	% INCREASE IN DAILY VOLUME
West 16th St.	1.0	0.0
West 10th St.	0.2	0.0
Tibbs Ave.	1.0	0.0 - 1.0%
White River Pkwy, W. Dr.	1.0	1.0%
W. Washington St.	4.0	3.0 - 7.0%
I-70	11.0	1.0 - 3.0%
Harding St.	1.0	4.0 - 9.0%
Kentucky Ave.	1.0	0.0 - 1.0%

*Certain of these streets act as collectors and, as such, a portion of their volume duplicates others on the list.

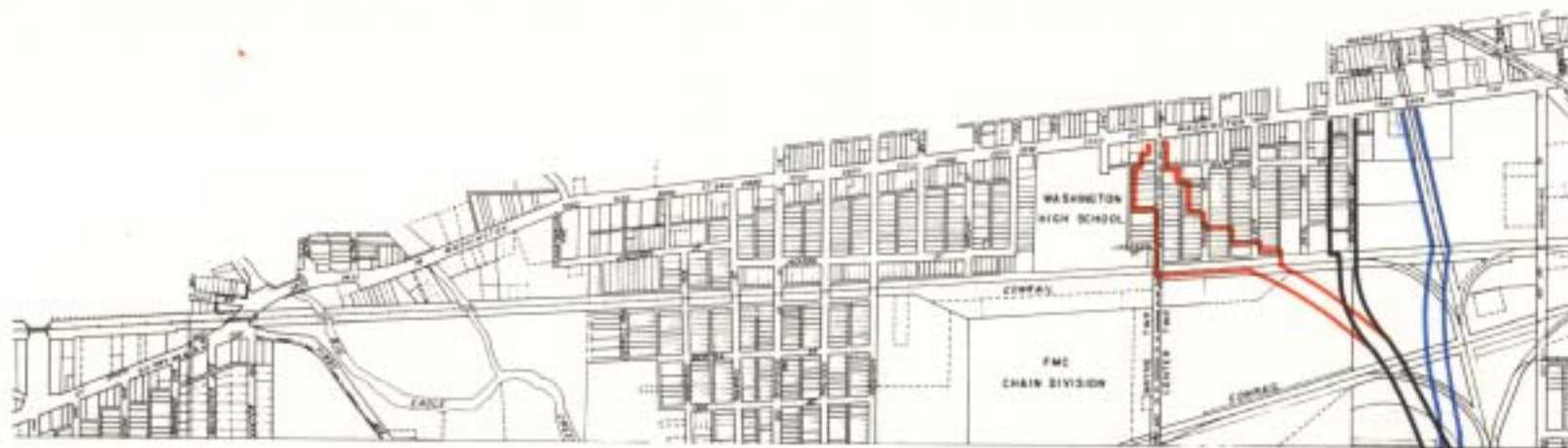
Indianapolis Department of Transportation (DOT) has hired Clyde Williams and Assoc. to prepare a corridor and environmental study for the rerouting of Harding St. from Washington St. to I-465. The project has been divided into 3 phases, with Phase I linking Washington St. to I-70, Phase II connecting from I-70 to Raymond St. and Phase III completing the project from Raymond St. to I-465.

Bridges are proposed to carry Harding St. over the many railroad tracks that exist in the area. Traffic data for major intersec-

tions is being studied to determine if interchanges with grade separations are justified. DOT officials report an interchange at Washington St. and Harding St. does not appear to be justified.

Presently, Clyde Williams and Assoc. have identified 3 possible alignments (Map #10) for the new Harding St. from Oliver Ave. to West Washington St. and are preparing an Environmental Impact Statement. The first alignment shows Harding St. running parallel to the Belt Railway. The second alignment angles west and aligns itself with the existing Reichwein

WEST WASHINGTON STREET CORRIDOR PLAN MAP 10 / HARDING STREET ALIGNMENT ALTERNATIVES



- Alternative A
- Alternative B
- Alternative C

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Ave. The third alignment angles further west and intersects Washington St. at Belmont Ave.

(15) White River Park Impact Study, p. 37.

The final locational decision will not be made until about June 1986. Preliminary design work will follow, putting actual construction of Phase I in 1989. Assuming the availability of funding, this timetable should result in the completion of the project around 1992.

Regardless of its location, the Harding St. project will have a tremendous impact on West Washington St. Indiana Dept. of Highways is now investigating the widening of West Washington from the new Harding St. intersection east to Bloomington St.

This widening is necessitated not only by the new Harding St., but also because the rerouted Washington-Maryland St. (designated to serve the White River State Park) will bring a 6-lane divided roadway west to Bloomington St. The problems posed by a substandard railroad bridge currently in operation at existing Harding St. and Washington St. will also be corrected in this project.

This widening of West Washington

St. is another improvement currently under study. The tentative time frame for this project is as follows: preliminary design work is scheduled to begin in spring of 1985, right of way is to be acquired beginning in 1988, and construction is to begin in 1990. The estimated project completion date is November, 1992.

The combined impact of these transportation improvements will be substantial for West Washington St. Their tentative nature at this time has complicated the planning committee's task. Because preliminary indications are that the new Harding St. may follow the Reichwein Ave. alignment, no recommendations regarding public improvements will be made for the area east of Reichwein Ave.

CHAPTER VI

SURVEY RESULTS

A. BUSINESS SURVEY

In an effort to inform all the existing businesses on West Washington Street of the plan, a personal visit was made to each current business/commercial/industrial occupant by the planner and a representative of the National Road Conservation Association. The meetings were kept brief but were long enough to explain the plan being developed in general terms and encourage the business person to complete and mail in a survey that was distributed at the same time. Businesses were given a stamped, self-addressed envelope in which to return the completed survey to the City.

Ninety-five surveys were distributed, 62 in the Eastern Sector (from Harding St. to N. Tibbs/Sanitarium Aves.) and 33 in the Western Sector (from N. Tibbs/Sanitarium Aves. to Holt Rd.). Sixty-five percent, or 40 surveys were returned from the Eastern Sector (E.S.) and 13 surveys were returned from the Western Sector (W.S.) for a 40.0% response rate. Altogether, 53 surveys were returned for a response rate of 55.8% overall. Following are highlights of the survey. (Complete results, and a copy of the survey may be found in Appendix E)

Uses found along the Corridor are varied. In addition to the commercial/industrial uses listed in the table below, 52 residential structures still exist in the study area.

	EAST		WEST		OVERALL	
	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>
A. Auto or mobile home repair or sales	3	7.5	7	53.8	10	19.7
B. Restaurant/Bar or food sales	10	25.0	1	7.7	11	20.7
C. Service Commercial-Insurance, bank, etc.	15	37.5	1	7.7	16	30.1
D. Industrial/Wholesale	4	10.0	1	7.7	5	9.4
E. Retail-not food or auto	<u>8</u>	<u>20.0</u>	<u>3</u>	<u>23.1</u>	<u>11</u>	<u>20.7</u>
	40	100.0	13	100.0	53	100.0

The few industrial uses exist primarily in the eastern part of the E.S., and commercial uses predominate in the rest of the E.S. The W.S. is dominated by auto or mobile home repair or sales establishments, yet contains a variety of other uses.

Responses concerning the year the business was founded and length of operation at its present location should also be distinguished by sector. Thirteen businesses in the E.S., or 32.5%, have been established since 1949 and 11 indicated they have operated at their present location since then. In the W.S., only 1 business indicated it had been in business since 1949, and there were zero respondents indicating they had been in their existing location since 1949. Overall, results show the 1960s and the 1970s as the decades that the most businesses were founded (43.3%). Nineteen percent of the businesses responding were founded in 1980 or later, testimony to the low rent and high visibility that make this a desirable location.

Most of the businesses on West Washington Street are small employers. Seventy-three percent of the respondents have between 1-5 full-time employees and 68.4% indicated they have no more than 10 part-time employees. Fifty-three percent of the businesses were single

proprietorships and another 43.3% were corporations. Overall 85% of the businesses were owner operated, with approximately 46% responding the current owner had operated their businesses for over 20 years.

Sixty-six percent of the owners indicated they lived in Marion County and 44% live near West Washington Street. Another 25% live in Wayne Township. Hence the revitalization of the street may take on a higher priority for the current business occupants than if they merely owned or managed businesses there.

When asked what factors influenced their present location, the two highest ranked responses for both areas were the same. 1. "General Location" and 2. "Good Sales Potential." Lower ranked reasons were not agreed upon, as shown below.

EAST & OVERALL

1. General Location
2. Good Sales Potential
3. Cost of space available
4. Size or Type of Space
5. Traffic Volume
6. Specialized Constituency

WEST

1. General Location
2. Good Sales Potential

3. Traffic Volume
4. Size or Type of Space
5. Cost of Space Available

The owner-renter ratios in the two areas were very close. Overall, 58.5% of the survey respondents owned (or were buying) the building housing their businesses and the remaining 41.5% rented.

As shown in the chart below, buildings in the E.S. were found to be much older than those in the W.S.

The amount of rent or mortgage payments being paid for this space varied. Overall, approximately 30% of the respondents pay between \$200-399/month, another 20% pay between \$400-599/month and 15% pay between \$600-799/month. Another 20% pay over \$1000/month. No relation was found between the amount of rent/mortgage payment and the age of the building.

Overall, 30% responded they had made major improvements to their buildings in the past year. Another 54% replied improvements had been made in the previous 5 years. Thirteen percent indicated no major improvements had been made to their building in the last 10 years, and they did not foresee any improvements being done in the next 5 years. Fifty percent, however, did anticipate making improvements to their buildings in the near future--16% of these buildings were from 1-10 years old and 15% were buildings 21-30 years old.

Banks have supplied business credit to 52.3% of the respondents. Another 34.0% indicated they had not borrowed from any source. Credit availability was rated to be good or very good by 77% of the respondents.

	EAST		WEST		OVERALL	
	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>
A. 1-10 years	1	3.0	1	9.5	2	4.5
B. 11-20 years	5	15.2	2	18.0	7	15.9
C. 21-30 years	6	18.2	4	36.0	10	22.7
D. 31-40 years	4	12.2	0	0.0	4	9.1
E. 41-50 years	3	9.1	1	9.5	4	9.1
F. 50+ years	<u>14</u>	<u>42.3</u>	<u>3</u>	<u>27.0</u>	<u>17</u>	<u>38.7</u>
	33	100.0	11	100.0	44	100.0
No response	<u>7</u>		<u>2</u>		<u>9</u>	
	40		13		53	

Thirty-five percent indicated they planned to expand at their present location. This percentage was especially high in the W.S.--close to 60% of these respondents planned to expand. Ten percent of the businesses surveyed are considering relocating.

At least fifty percent of the survey respondents saw the future of their business at their present location as optimistic or better. All but one of the remaining respondents rated their future as adequate.

Taken together, the responses to the questions about improvements, credit availability and the future indicate a bright future for West Washington St. Revitalization requires risk taking, and the investment these entrepreneurs plan to make for capital improvements indicates confidence the gamble will pay off. The most positive aspects of doing business on West Washington St. were ranked as follows:

EAST

1. Central Location
2. Traffic Visibility
3. White River Park Development
4. Established In Neighborhood
5. Good Customer Base
6. Good Interstate Access

7. Security - Low Crime

WEST

1. Traffic Visibility
2. Central Location
3. Good Interstate Access
4. Security - Low Crime
5. Established In Neighborhood

OVERALL

1. Central Location
2. Traffic Visibility
3. Good Interstate Access
4. Established In Neighborhood
5. White River Park Development
6. Good Customer Base
7. Security - Low Crime

Those in the E.S. expressed an interest in capitalizing on the White River Park Development. The early revitalization efforts should be concentrated in this sector because of the opportunities presented by the Park.

The most negative aspects of doing business on West Washington Street were ranked in the following order:

EAST

1. Declining Neighborhood
2. Lack of parking
3. Loss of Business
4. Crime
5. Influx of Adult Businesses

6. Buildings in Disrepair

WEST

1. Buildings in Disrepair
2. Crime
3. Declining Neighborhood
4. Influx of Adult Businesses
5. Loss of Business
6. Lack of Parking

OVERALL

1. Declining Neighborhood
2. Lack of Parking
3. Crime
4. Loss of Businesses
5. Buildings in Disrepair
6. Influx of Adult Businesses

It is interesting to note crime is perceived to be both a positive and a negative aspect of West Washington Street. Those who view it positively may think its level lower than in other areas. Those who view it negatively are upset by its existence at any level.

Several types of businesses were seen as desirable new neighbors to the survey respondents. "Any" was the most frequent response, with "Any but adult entertainment businesses" being mentioned by those in the W.S. (where several adult entertainment businesses have located). Specific suggestions included restaurants/hotels, professional/office, grocery/drug and antique/craft shops.

When asked to rate their business location from a number of

different standpoints, the good feelings expressed concerning their location before were reconfirmed. The following chart shows that at least 50% of the respondents rate their current business location good or excellent for these criterion. "Building condition", however, is rated by over 30% of the respondents as fair. About 20% also rate parking, customer access, city services, and loading and delivery as fair.

Although "crime" was ranked as one of the most negative aspects of a West Washington Street location, 63% perceived crime in the area to be "about the same" as downtown, and 30% perceive a lower incidence of crime on West Washington Street than downtown. The suburban crime rate, however, was perceived as less than that on West Washington Street by close to 40% of the respondents.

The finding that lack of parking was perceived as a problem was reinforced by the responses to the number of parking spaces needed by the businesses. Fifty percent of the E.S. and 80% of the W.S. indicated they provide less parking than they need. This shortage of parking is made more acute because of the businesses' perception that over 80% of their customers reach their location by car.

	Excellent		Good		Fair		Poor		Very Poor	
	No. of	% of	No. of	% of	No. of	% of	No. of	% of	No. of	% of
	Resp.	Resp.	Resp.	Resp.	Resp.	Resp.	Resp.	Resp.	Resp.	Resp.
Floor Space	14	30.0	24	51.0	7	15.0			1	2.5
Parking	10	21.3	18	38.2	12	25.5	4	8.5	3	6.5
Sup. & Del.	19	40.5	20	42.5	4	8.5	4	8.5		
Cons. Access	15	31.9	21	44.7	9	19.1	2	4.3		
Sup. Access	15	31.9	23	48.9	5	10.6	1	2.1	3	6.5
Bldg. Cond.	10	21.3	21	44.7	15	31.9	1	2.1		
Pub. Trans.	15	31.9	18	38.2	9	19.1	4	8.5	1	2.1
Utilities	19	40.5	22	46.8	5	10.6	1	2.1		
City Serv.	16	34.0	19	40.4	10	21.3			1	2.1
Load & Del.	14	30.4	19	40.4	11	23.4	2	4.2		

The five most important improvements needed to encourage more people to shop in the neighborhood were perceived to be the following:

EAST AND OVERALL

1. Building Renovation
2. Improved Lighting
3. Improved Security
4. Landscaping
5. Crime Control
6. Parking - On & Off Street
7. Sidewalk Restoration
8. Street Resurfacing
9. Sign Standards
10. Curb Repair

WEST

1. Crime Control
2. Improved Security
3. Building Renovation

4. Landscaping
5. Off Street Parking
6. Street Resurfacing
7. Sidewalk Restoration
8. Improved Drainage
9. Sign Standards

That "building renovation" should head the list is somewhat surprising because "condition of buildings" was ranked last in the question about negative aspects of the West Washington Street location. The need for building renovation, however, is borne out by the results of a physical survey which concluded over 50% of the structures are experiencing some sort of deterioration.

Questions about advertising practices revealed that approximately 70% of the respondents do currently advertise in one way or

another. The most common form is in the yellow pages (45.3%) followed by the newspaper (36.0%). Almost half (49.0%) felt advertising very important to their businesses, and close to one-third, (30.6%) would be interested in joint advertising with other West Washington St. merchants.

B. CONSUMER SURVEY

The West Washington Street Consumer Survey was developed to be used as a part of the overall planning process for the West Washington Street commercial corridor from Harding Street to Holt Rd. This survey was conducted to measure the buyer preferences of residents located on the north and south sides of West Washington Street from Harding St. to Warman Ave.

Survey Population

The survey took place in a primarily residential area bounded by White River on the east, Raymond Street on the south, Tibbs Ave. on the West and 10th Street on the north. This area is part of the designated Community Development Block Grant program area for the City of Indianapolis. Four distinct subareas are known to exist within this market area. South of Washington St. one finds the West Indianapolis

Neighborhood, which is primarily served by Mary Rigg Center and the West Indianapolis Neighborhood Congress (WINC). North of Washington St., one finds 2 community centers. Hawthorne Center serves the Hawthorne neighborhood and the Christamore House and the Westside Cooperative Organization (WESCO) serve the Westside and Stringtown neighborhoods.

No businesses participated in answering the questionnaire. Home addresses were chosen at random and persons at these addresses were contacted and asked to participate in the survey. A sample of 372 homes was needed and a sample of 389 was obtained, 157 from WINC, 120 from WESCO, 85 from Hawthorne, and 33 from Stringtown.

Assumptions/Limitations

It is assumed that this random sample is representative for all those residing in the defined boundaries of the survey area. It is also assumed that answers given were valid and that the person conducting the personal interview showed no bias in asking questions of the respondent.

The questionnaire and survey was specifically designed for the designated geographic area and results cannot be carried over as

representative conclusions applied to other geographic areas. The questionnaire was not designed to compare one group to another but to seek individual responses to specific questions asked.

Survey Design

The survey was designed on a random sample basis, using a personal interview approach in obtaining answers to a questionnaire containing multiple choices and demographic questions. Volunteers from the neighborhoods surveyed served as questioners after being given instruction on acceptable face to face interview practices. Their time and effort was greatly appreciated.

Survey Results

Overall results showed consumers in the neighborhood were not shopping in the target area on West Washington Street for any of their major purchases. Given their responses, it is amazing any neighborhood commercial enterprises have survived on West Washington Street even in a diminished state. Following are highlights of the survey results. Complete results may be found in Appendix F.

The first question asked where the survey respondents bought most of their necessities--food, clothing,

etc. The following chart shows the 3 highest-ranked responses to each of these items.

Where do you usually shop for:

A. Groceries?

18.3% Kroger, Lowell's, W.
Wash. St.
11.8% Kroger, W. Michigan St.
19.5% Other

B. Clothing?

25.4% Lafayette Square
18.8% Target, K Mart, W. Wash.
St.
16.7% Other Discount Store

C. Shoes?

26.0% Lafayette Square
14.9% Target, K-Mart, W. Wash.
St.
12.6% Other Discount Store

D. Drugs?

25.2% People's, W. Morris St.
15.2% Super X, W. Michigan St.
14.4% Other

E. Convenience Items?

41.0% No Response
30.8% Other
11.8% Village Pantry, W. Wash.
Street

F. Hardware?

29.5% No Response
17.2% Housemart, Kentucky
Avenue
12.9% Central Hardware, 38th
St.

There are several local differences not revealed by this table. Consumers in Stringtown and Hawthorne primarily patronized the Kroger or Lowells' on West Washington St., whereas residents of WESCO were found to patronize the Kroger on W. Michigan St.

In the question concerning clothing purchases, WESCO respondents differed from the other neighborhoods, as they were the only sub-area not to have "Target, K-Mart, W. Washington" in their top three answers. They relied more on Lafayette Square than other sub-areas. Over 30% of the respondents in Hawthorne and Stringtown indicated they purchased clothes at Target or K-Mart on West Washington St. Similar percentages for patronage of Lafayette Square, Target or K-Mart, or other discount stores were obtained for the question regarding the shopping location for shoes.

The breakdown of which drugstore residents frequented was very localized. Sixty percent of WINC responded they purchased drug items at People's on West Morris Street; whereas 35% of WESCO go to Super-X on West Michigan Street for their drug purchases. Thirty percent of the Hawthorne residents patronize the Hook's and People's on West Washington Street, evidencing once again

their orientation to the shopping facilities available around West Washington Street and Lynhurst Drive. Stringtown residents were the only group indicating a preference for patronizing drugstores in the target area, as 33% replied they patronized Brent's Pharmacy at 1921 West Washington Street.

The question asking where residents purchased "convenience items" seems to have been confusing, as 41% did not respond to the question. Of those that did answer, 11.8% indicated they bought convenience items at the Village Pantry on West Washington Street.

Like drugstore items, purchase of hardware items seemed to rely heavily on locale. Thirty-two percent of the WINC subarea indicated they frequented the Housemart on Kentucky Avenue for hardware purchases. The Central Hardware on 38th Street was mentioned by between 15-20% of the respondents in the other 3 areas. True Value on West Michigan St. was also listed by 17.5% of the WESCO subarea, and the Housemart on Kentucky Avenue was also mentioned by 18.8% of the Hawthorne residents.

A second series of questions asked where the medical, dental and mechanical needs of the neighborhood were being met. Approximately

one-quarter of the neighborhoods' residents indicated their doctors or dentists were located at the neighborhood clinic, or at Wishard Hospital. Other locations for medical treatment were dispersed around the north and west sides of Indianapolis.

The location of the most frequently patronized auto mechanic was another question that was apparently not understood. Overall, 46% of the survey interviewees did not respond to the question; 23.1% replied they did their own auto work or did not own a vehicle and 18.8% replied they had their car serviced within the neighborhood.

When asked what stores/services they were currently using on West Washington Street, 35% responded they did not shop on West Washington. (Chart follows.) Twenty-eight percent mentioned

stores on West Washington Street outside the target area and 23.7% replied they used "food stores" on West Washington Street (largely from Hawthorne and Stringtown). These two subareas also indicated a tendency to frequent gas stations, restaurants and service businesses on West Washington Street. Both of these areas found the convenience of shopping on West Washington St. outweighed some of the negative factors, but both also voiced strong opinions regarding what was wrong with West Washington St.

The WINC and WESCO subareas both evidenced the least orientation to shopping on West Washington St. due to inconvenience factors. Both of these neighborhoods are separated from West Washington St. by numerous grade crossings so their inclination is to head north or south away from W. Washington St.

What stores/services do you use on West Washington?	OVERALL	WINC	WESCO	HAWTHORNE	STRINGTOWN
A. Don't shop on W. Wash.	35.0%	37.1%	50.0%	20.0%	9.1%
B. Businesses outside target area	28.0%	50.3%	10.8%	15.3%	21.2%
C. Food Stores	23.7%	7.3%	3.3%	68.2%	57.6%
D. Gas Stations	9.3%	2.0%	0.0%	24.7%	36.4%
E. Service Businesses	7.7%	4.6%	.8%	16.5%	24.2%
F. Restaurants	6.2%	2.6%	0.0%	17.6%	15.2%
G. No Response	13.9%	3.3%	36.7%	3.5%	6.1%

As automobile ownership is also significantly less in WESCO, it is thought these residents rely more heavily on mass transit, which can more easily take them to Lafayette Square or downtown. WINC shoppers may begin to use Washington St. more once the Harding St. extension is completed if stores with quality products and good service locate there.

Reasons for shopping on West Washington Street were many. "Convenience" was mentioned by 62.7%, "location" by another 41.8%, and "prices" were mentioned by 38.8% of the survey respondents. Approximately 20% mentioned

from them in terms of shopping preferences and perceptions differ markedly from those who drive and are in higher income brackets.

NON-DRIVER MARKET

A major finding is that the non-driver group which is comprised of lower-income, separated or widowed heads of family with one or no children under 18 is the primary user of stores and services on West Washington Street. Reasons for this is their lack of mobility and small family size. Since a large portion of the lower income respondents don't drive, they use mass transit or walk to do their shopping. This in turn means that this group patronizes stores

within walking distance, or on major transit and bus routes like West Washington Street. This preference is born out by the reliance on shopping at Target and K-Mart on West Washington Street as opposed to using other discount stores or malls. In addition, this group also had a decided preference to use downtown shopping, particularly those over the age 45.

Another testimony to this lack of mobility is the preference shown by younger low income persons to use Village Pantry for "convenience" shopping. Higher priced merchandise at Village Pantry is offset by the time and cost of transportation to reach other lower priced stores. This trend is reinforced by the finding smaller families cited "convenience" as a reason they shopped in West Washington St. stores. Since they are only making purchases for a small number of people, the economy of buying bulk quantities of food probably makes visits to malls, etc. less of a priority for them. The elderly, however, show no particular preference in convenience shopping alternatives.

Looking at the nondriver group in terms of how they perceive West Washington Street service offerings, a substantial number thought

that this commercial corridor was average. They did not cite the quality, variety or appearance of stores as inadequate. The only measurable concern was heavy traffic on West Washington Street. In terms of wants, these respondents strongly favored another discount store locating in the area.

In summary, the non-driver, lower income population are most significant in their use of West Washington Street as it now exists. They prefer discount and convenience stores and show a strong preference to shop locally and not outside the area. At present this group could be termed the foundation of consumer buying on West Washington Street.

THE DRIVER MARKET

The other major consumer segment found in the survey was the driver market. In terms of raw number, drivers compose over 80% of the respondents and show a greater frequency in higher income brackets earning above \$750.00 a month. In addition they are more likely to be married and own their home. A major finding in the survey is that this more mobile market does not prefer West Washington Street as much as the nondriver group. Where they do shop and why they don't prefer to shop on West Washington Street will now be discussed.

The ability to travel by automobile has enabled the driver group to patronize a wide variety of malls and other stores outside the area to obtain basic family needs such as food, clothing and shoes. This does not mean that this market does not use Target, K-Mart or other discount stores, because they do, but the stronger preference for shopping at malls is very important, particularly in light of no such preference in the nondriver market.

This market, unlike the nondriver market, voiced several concerns in terms of why they do not shop on West Washington Street more than they do. The lack of quality products offered came up in every demographic category making up the survey. The lack of variety and "nothing there" came in a close second, in terms of frequency. A demonstrated concern over high prices was also noted particularly by the male population and those persons between 25 and 64. The male population was also concerned over appearance of stores. This concern was reinforced by the homeowner population. Overall this driver-prone market saw West Washington Street as below average in terms of shopping and displayed a distinct preference to shop outside the area. Because of this market's mobility and higher incomes they have the capability

to go outside the area and are doing so. However, the survey also showed that a strong segment of this driver market, marrieds, and those earning over \$1,500.00 per month would shop on West Washington Street if their consumer preferences were met.

An important finding concerning the respondents earning over \$1,500.00 per month was that it was the only demographic segment to voice a strong concern about their personal safety on West Washington Street. In terms of "appearance," "service" and "variety" as reasons they shopped on West Washington Street.

When asked what stores they would like to see locate along West Washington Street, a "grocery store" was listed by 35.5%, a

"discount store" was listed by 24.9% and a "family restaurant" was mentioned by 18.0% of the respondents. Twenty-eight percent did not respond to the question and the "other, including mall" category was mentioned by another 20%. Hawthorne respondents were significantly above average in their desire for a drugstore and family restaurant.

Survey respondents were not hesitant when asked why they did not shop on West Washington St. (Chart follows.) Inconvenience was the most commonly cited reason, especially in WINC and WESCO. Other concerns voiced included lack of variety (31.6%), lack of parking (23.17%) and high prices (23.1%). Stringtown and Hawthorne respondents were most critical of the variety, price, and quality of

What prevents you from shopping on West Washington Street?	OVERALL <u>Yes</u>	WINC <u>Yes</u>	WESCO <u>Yes</u>	HAWTHORNE <u>Yes</u>	STRINGTOWN <u>Yes</u>
1. Traffic	4.6%	4.6%	4.2%	1.2%	15.2%
2. No Stores of Interest	10.3%	7.9%	5.9%	11.8%	33.3%
3. Poor Quality	14.7%	11.3%	3.3%	40.0%	6.1%
4. Lack of Service	14.9%	12.6%	5.8%	31.8%	15.2%
5. Unsafe Conditions	14.9%	13.2%	5.0%	30.6%	18.2%
6. Appearance	18.5%	24.5%	.8%	35.3%	12.1%
7. Lack of Parking	23.1%	23.2%	9.2%	36.5%	39.4%
8. High Prices	23.1%	9.3%	12.5%	62.4%	24.2%
9. Lack of Variety	31.6%	29.8%	13.3%	58.8%	35.4%
10. Inconvenience	45.5%	57.0%	45.8%	34.1%	21.2%
11. Other	18.5%	11.9%	35.3%	10.6%	9.1%

goods available on West Washington St., probably reflecting their familiarity with the merchandise. The WESCO subarea expressed the least amount of criticism, again probably because they do not shop there. In short, the responses indicated neighborhood consumers are typically American, wanting good quality merchandise at a good price.

Given their criticisms of the Corridor, it is not surprising fifty-seven percent of the residents rated West Washington Street "below average" as a shopping area. This rating reached a high of 80% in the Stringtown area. Of all the subareas, WESCO was the only one to rate West Washington St. "average", perhaps not wanting to appear overly critical of an area they do not frequently use.

Overall, 85% of the respondents indicated they used a car to do their shopping, 7% relied on bus service, and 6% walked. Car ownership was highest in the WINC (94%) and Stringtown (91%) areas, as was home ownership and length of residence. The local banks were almost being equally used by the area: 34% indicated they used AFNB, 32% used INB and 27% used Merchants National Bank.

The demographic data breaks down as follows: 32.9% of the survey respondents were male; 66.9% were

female. This data should not be interpreted to mean 2/3 of the area's residents are female, but instead reveals a reliance on single-earner households. Roughly 10% of the respondents were between the ages of 18 and 24, 26.4% were between 25-34, 21.2% were between 35-45, 26.9% were between 46-65, and 15.8% were over 66. Fifty-six percent were "married" and another 50% indicated they had one or more children. Twelve percent of the households are single person, 27% are 2-person, and 50% are 3-, 4-, or 5-person. Home ownership in the neighborhood is high: two-thirds replied they own their homes. Eighty-two percent indicated they had lived in the area 3 or more years. Gross income of respondents is in the low-to-moderate range, as is shown by the following chart:

What is your gross monthly income?		
A.	Less than \$440.00	16.7%
B.	\$441.00-\$750.00	24.1%
C.	\$751.00-\$1000.00	18.6%
D.	\$1001.00-\$1500.00	25.4%
E.	\$1501.00-\$2250.00	9.9%
G.	Greater than \$2251.00	5.3%

Following this preliminary analysis, cross-tabulations were run using the questions about shopping habits as the independent variables and the demographic information as the dependent variables.

The chi-square test for significance was evaluated to determine if the shopping habits of the respondents differed significantly based on their demographic profile. The results of this analysis revealed two distinct shoppers' markets in the West Washington Street Consumer Survey: the driver and the non-driver. We will first look at the nondriver shopper. Nondriver shoppers are unique in that there is a significant number of them in the low income category. As we saw in the preliminary analysis, 40% of survey respondents earn less than \$750.00 per month and 15% did not indicate a car was their major form of transportation. Responses wants, this predominantly higher income, larger-family, driver market desired a mall-type area in which to do their shopping. The convenience, cleanliness and entertainment values of malls make them the decided preference for family shopping.

In summary, the driver-buyer market is an important market segment of the neighborhood that shows a decided preference for shopping outside the area., They tend to be in higher income brackets, own their homes, and are married. They also voice an interest in shopping on West Washington Street if their buyer preferences were better met. They indicated that a

mall shopping environment was preferred.

ADDITIONAL INFORMATION

There is some information that did overlap trends and demographic categories that will now be discussed. This information is significant precisely because it reinforces what was already uncovered in the general survey results. Specifically, we will now look at the area in terms of wants and needs. Once again, services seen as most desirable by the survey respondents are the following:

- | | |
|--------------------------|-------|
| 1. Another grocery store | 35.5% |
| 2. Discount Store | 24.9% |
| 3. Mall | 19.8% |

A grocery store was perceived by all who responded to the survey as a need for West Washington Street. This item appeared to have no difference in response rate for the driver and nondriver category and would be used by both if one were located in the neighborhood.

Finally, the male population showed a unique desire for an auto parts store on West Washington Street. And in light of the fact that those between ages 18 and 34 showed a measurable interest in doing their own mechanic work, this desire may be well-founded.

Males over 35 and females, however, showed strong signs of having others work on their automobiles when repairs were needed.

CHAPTER VII

CONCLUSIONS

A. ASSETS, LIABILITIES AND IMPROVEMENTS NEEDED

The analysis of existing conditions and business and consumer survey results was used to develop the following listing of assets, liabilities and improvements needed for the Corridor. Needed improvements listed here will be the basis for the objectives and specific recommendations outlined later in the chapter.

1. Commercial

A. Assets

1. Central location
2. Traffic volume - promotes visibility
3. Good sales potential
4. White River Park Development
5. Cost of space available
6. Size or type of space available
7. Convenient location to surrounding neighborhood
8. National Road Conservation Assoc.
9. Financing available
10. Existing businesses optimistic about future
11. Surrounding neigh-

borhoods have expressed a willingness to patronize West Washington Street if their needs are met.

B. Liabilities

1. Loss of businesses
2. Buildings in disrepair
3. Neighborhood declining in income and population
4. Influx of adult businesses
5. Signage cluttered and inconsistent
6. Businesses not landscaped
7. Lack of strong commercial nodes
8. Existing businesses do not serve neighborhood's needs
9. Vacant storefronts/lots,

C. Improvements Needed

1. Building renovation
2. Facade restoration
3. Signage improvements/standards
4. Landscaping/buffering between and in front of buildings
5. A greater variety of stores are needed in the Corridor
6. More stores are needed

7. Stores need to be more conscious of quality and variety of goods sold
8. Vacant buildings should be boarded up, demolished, or moved
9. Vacant lots should be developed to serve the area's needs

Washington High School's day concludes

2. Lack of on and off street parking spaces
3. Sidewalks, streets and curbs in dis-repair or non-existent in sections of the Corridor
4. Lack of amenities such as street trees and benches

2. Transportation and Infrastructure

A. Assets

1. Traffic volume
2. Good interstate access
3. United States 40 - part of State and Federal Highway System
4. Proposed Harding St. extension will improve access to Washington St. from the Nearwestside
5. Proposed widening of Washington St. will improve traffic flow
6. Area well served by public transportation

B. Liabilities

1. Traffic congestion, especially during rush hour and when

C. Improvements Needed

1. On-street parking regulations need to be evaluated
2. Off-street parking lots need to be developed
3. Existing parking lots need to be better designed, maintained and landscaped
4. Sidewalk and curb repair in conjunction with street tree planting

3. Public Safety

A. Assets

1. Security - low crime area
2. Fire Station #18 on Corridor
3. Police patrol Corridor

B. Liabilities

1. Crime perceived to be problem
2. Vacant buildings a potential hazard
3. Lighting poor in parts of Corridor
4. Parking lots not properly maintained or sufficiently lighted.
5. Adult entertainment businesses perceived to attract criminal element

C. Improvements Needed

1. Development of crime watch program
2. Private parking lots need to be better maintained and lighted
3. Vacant buildings should be boarded up, demolished, or moved
4. Street lighting needs to be improved

4. Land Use

A. Assets

1. The two parks provide green and open space along the Corridor
2. The density of the commercial development in the east-

ern sector allows for a more pedestrian orientation

B. Liabilities

1. Development has occurred in a haphazard fashion
2. Lack of buffering/landscaping throughout
3. Zoning inappropriate in certain parts of the Corridor

C. Improvements Needed

1. Individual parcels should be rezoned to insure appropriate future development
2. Residential/commercial/industrial transitions should be appropriately buffered
3. Future development should meet all use and development standards
4. Landscaping and other amenities are needed to create more park-like settings in Hawthorne and Indianola Parks.

5. Housing and Residential Environment

A. Assets

1. Several fine old homes exist that contribute to the character and livability of the Corridor

B. Liabilities

1. Residential units in disrepair
2. Single family homes have been converted to higher-density residential or commercial uses
3. Single residential units are scattered throughout commercial development

C. Improvements Needed

1. Vacant housing should be boarded up, demolished, or moved
2. Residential units in inappropriate locations should be removed or demolished
3. Deteriorating yet viable residential units should be better maintained.

B. GOALS & OBJECTIVES

The following Goals and Objectives are based on the existing conditions of the Corridor and represent the thoughts of the West Washington St. Planning

Committee. A goal is the long range aim of the planning committee and an objective is a definable, measurable outcome that leads to the achievement of the goal. These goals and objectives will be followed by recommendations that will include a timetable for development and recommended actors.

1. Commercial

Goal

To make the Corridor a viable commercial center by stimulating both public and private investments that will upgrade the physical appearance of the Corridor.

Objectives

- Rehabilitate existing, sound structures
- Remove all dilapidated commercial and residential structures that are a blighting influence on the Corridor
- Develop coherent design standards for facade renovation and new construction to ensure redevelopment be compatible with existing development. Design standards should address signage, lighting, landscaping, and facade treatment.
- Attract new tenants into vacant yet viable commercial structures
- Encourage appropriate commercial development on vacant land

- Remove existing housing units that disrupt the commercial character of the Corridor
- Discourage conversion of single-family residential to either higher density residential or commercial use
- Rezone inappropriately zoned areas to encourage appropriate development in the area
- Encourage the National Road Conservation Assoc. to exert peer pressure on adult entertainment businesses to make their signage more discreet
- Encourage owners of residential properties in a state of decline to rehabilitate their structures
- Redevelop streetscape and pedestrian/transportation elements to enhance commercial viability

2. Transportation and Infrastructure

Goal

To improve vehicular and pedestrian traffic flow so that it better serves the Corridor's needs.

Objectives

- Regulate on-street parking spaces to facilitate access to available limited spaces
- Provide more off-street parking spaces in areas where a shortage of parking exists
- Improve sidewalks and curbs in

- areas of the Corridor known to be deteriorated to facilitate pedestrian movement
- Resurface sections of the street known to be deteriorated to facilitate automobile traffic
- Widen Washington St. east of the Harding St. interchange to insure the additional traffic does not compound existing traffic congestion on the Corridor
- Install street trees and furniture in appropriate areas when repairing/constructing the sidewalks and curbs
- Include the National Road Conservation Assoc. in the planning of the Harding St. expansion and the widening of West Washington St.

3. Public Safety

Goal

To make the Corridor safe and crime free for customers, store owners and residents.

Objectives

- Encourage store owners to adequately light entrances and parking lots for their own protection and that of their patrons
- Develop Crime Watch program
- Improve street lighting along the Corridor
- Board up or remove vacant structures

4. Land Use

Goal

To enforce effective land use policies and ensure future development is of an appropriate nature.

Objectives

- Rezone existing appropriate uses that are improperly zoned to eliminate non-conforming uses
- Downzone certain sectors of the Corridor where current uses do not require existing zoning
- Relocate/remove isolated and vacant residential structures in areas more suitable for commercial development
- Create buffers between residential and other more intensive uses
- Insure all future development complies with use and development standards and that use variances/rezonings are granted only when necessary

5. Housing and Residential Environment

Goal

- Promote stability in the residential areas supporting the Corridor
- Maintenance of existing, appropriately located housing units

Objectives

- Board up or remove vacant

- dilapidated housing units
- Remove single residential units situated in the midst of commercial development
- Discourage the conversion of single-family residential units to multi-family or commercial use
- Encourage paint-up/fix-up and rental rehabilitation programs in appropriate areas of the Corridor and in surrounding neighborhoods
- Rezone the existing spot of residential zoning to a more intense classification to stimulate new construction
- Develop Crime Watch programs in surrounding residential areas

6. Streetscapes

Goal

To develop a streetscape design that will bring a sense of clarity and unity to the Corridor.

Objectives

- Enforce design standards that address the disparities in signage, facade treatments, landscaping, and lighting that plague the Corridor
- Repave streets and sidewalks where necessary and install street trees and benches where appropriate
- Remove/redevelop vacant buildings and lots into uses compat-

- ible with Corridor development and needs
- Develop standards guiding new construction along the Corridor
- Provide technical or financial assistance to property owners to landscape their buildings and lots in an appropriate manner
- Remove abandoned and unnecessarily duplicative signs
- Develop landscaping scheme for Central State Hospital
- Plant trees and upgrade other facilities at Hawthorne and Indianola Parks

C. OVERALL NEIGHBORHOOD OBJECTIVES

Goal

To insure development along the Corridor does not occur in a vacuum, but is in accord with the plans expressed here, as well as in the WINC and Nearwestside sub-area plans.

Objectives

- Make the National Road Conservation Assoc. a strong and viable organization that will closely monitor development along the Corridor
- Encourage the National Road Conservation Assoc. to develop programs designed to increase the capacity of existing businesses along the Corridor

i.e.,

- joint advertising
- management mentor
- marketing and merchandising

D. PROJECTS RECOMMENDATIONS

Introduction

This last section of this chapter explains specific projects recommended for action.

Implementation of these projects is intended to result in the fulfillment of the goals and objectives that were outlined previously. The recommendations are organized in the following manner:

1. Zoning Recommendations
2. General Recommendations for:
 - a. Streetscape
 - b. Public Services
 - c. Business Development
3. Specific Properties Identified for Action
4. Design Proposals

E. WEST WASHINGTON STREET CORRIDOR STUDY ZONING ANALYSIS

The existing zoning along the West Washington Street Corridor is primarily a mixture of residential, commercial and industrial classifications, with some special use and park district zoning as

well. Although perhaps appropriate at the time of its imposition, the existing zoning in some areas neither reflects current land uses nor provides a framework to stimulate appropriate development of the area.

The following section of the plan details existing zoning in the corridor, focusing on those areas where current classifications conflict with current use. The proposed land use plan targets those areas where a zoning change would not only assist plan implementation, but would aid in the proper development of the Corridor. A zoning plan then presents a set of recommendations which feature zoning properly fitted to proposed land use. Proper zoning would facilitate proper land use, while discouraging those uses not in keeping with the plan. Present zoning/land use inequities would also be eliminated. It must be noted that the recommendations of the zoning plan will be pursued only where a use that fits the overall plan exists. Rezonings will not be done in a "blanket fashion." Recommended rezonings listed at the end of this section are the only ones which should be pursued initially. The listed properties exhibit current inadequacies which need to be addressed. Future developments in the Corridor

should use the zoning plan as a basis for any zoning decisions.

Currently there are 11 different zoning classifications within the corridor; they are as follows:

*Dwelling Districts

D-5

*Commercial Districts

C-3 (Neighborhood Commercial)

C-4 (Community-Regional
Commercial)

C-5 (General Commercial)

C-7 (High Intensity
Commercial)

*Industrial Districts

I-3U (Medium Industrial Urban)

I-4U (Heavy Industrial Urban)

*Special Use Districts

SU-2 (Schools)

SU-18 (Light and Power
Substations)

*Hospital Districts

HD-1 (Hospital District One)

*Park Districts

PK-1 (Park District One)

In general, industrial and heavy commercial zoning is found at either end of the corridor. The C-4 zoning, which is most prevalent, is centrally located. The special use zoning classifications are found throughout the Corridor,

naturally tied to specific sites (ie - HD-1 is found on the site of Central State Hospital).

The following text discusses existing zoning found on West Washington St. and points out discrepancies that should be corrected. It should be read in conjunction with the Existing Zoning Map (#11) and Proposed Zoning Map (#12).

The purpose and permitted uses, for each of the residential, commercial, and industrial zoning classifications as well as proposed zoning classifications not listed here, may be found in Appendix G.

Immediately west of Harding St. on both sides of Washington Street, to 1731 West Washington on the south side of the street and to 1630 on the north side of the street, zoning is I-4U, Heavy Industrial Urban District. This district is designed for heavy industrial uses within the central city. Currently there exists one structural steel fabricating plant in the area, the only use to require the I-4U zoning. Other uses in this stretch are not of such an intense nature.

With the development of the White River State Park immediately east of this area, this I-4U zoning classification is no longer appro-

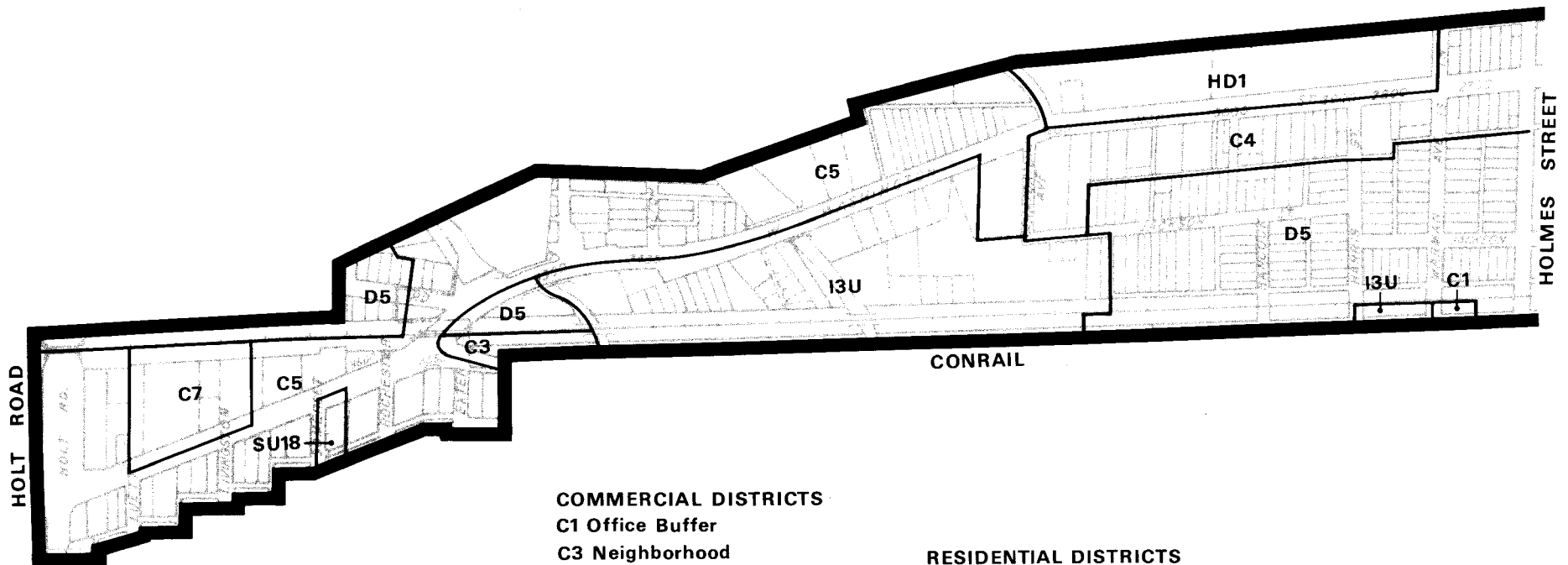
priate. C-6, or Thoroughfare Service District zoning, designed to facilitate the development of food, lodging and automotive services that will naturally seek locations there to serve the park, would be more appropriate. The C-6 classification should only be imposed after the construction of Harding Street.

Another element to consider when discussing development in this area is that this I-4U development district is located in the Regional Center (secondary). Thus, all new uses and changes to existing uses and their relevant site and development plans must receive the approval of the Administrator of the Division of Development Services. This requirement assures new development will be compatible with the existing and park development.

West of the Regional Center, on the north side of Washington Street, two lots (1702-1712) are zoned C-7. The C-7 District permits retail commercial uses which have unusually incompatible features relative to other commercial uses, such as major outdoor display/storage of merchandise. The current occupants of this C-7 zone include a service establishment and residential structure. Six lots of residential zoning (to Miley Avenue) exist west of this C-7 zoning. Current uses include

WEST WASHINGTON STREET CORRIDOR PLAN

MAP 11 / EXISTING ZONING



INDUSTRIAL DISTRICTS
 I3U Medium Industrial Urban
 I4U Heavy Industrial Urban

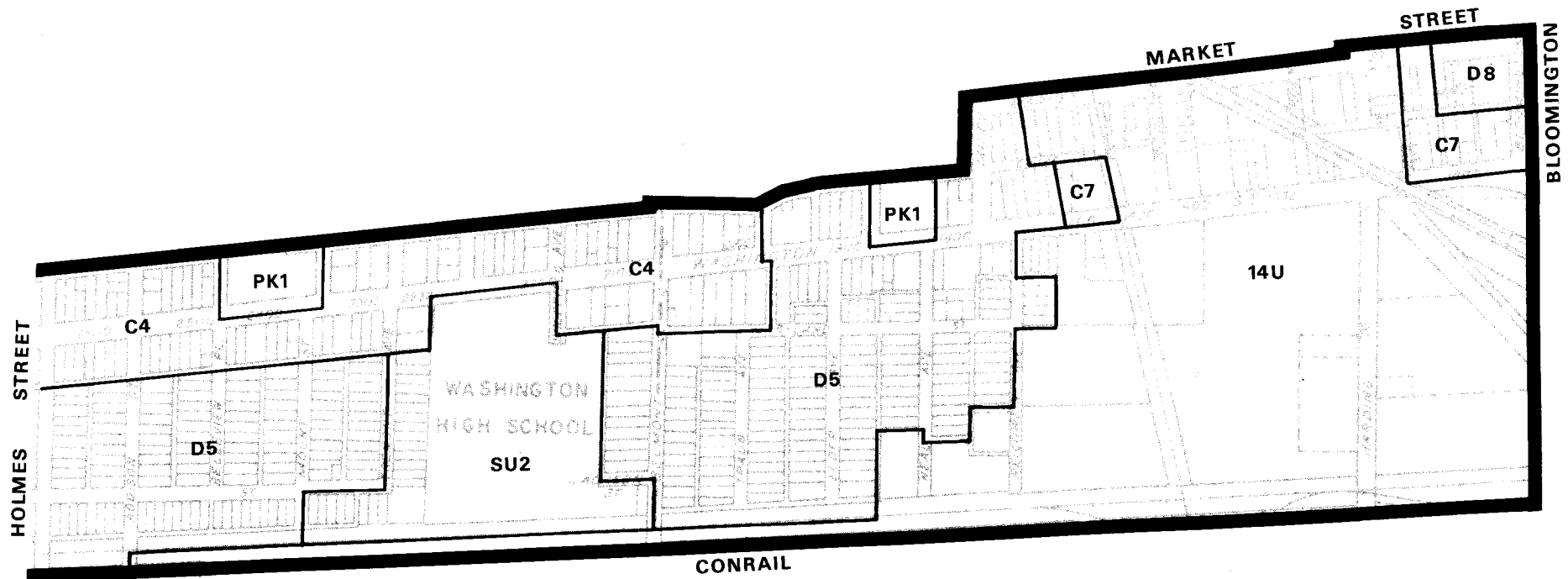
HOSPITAL DISTRICT
 HD1 Hospital District One

COMMERCIAL DISTRICTS
 C1 Office Buffer
 C3 Neighborhood
 C4 Community Regional
 C5 General Commercial
 C7 High Intensity

PARK DISTRICTS
 PK1 Park District One

RESIDENTIAL DISTRICTS
 D5 Dwelling District Five
 D8 Multi-Family Dwelling

SPECIAL USE DISTRICTS
 SU2 Schools
 SU18 Light & Power Substation



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single and multi-family residential structures and commercial establishments. I-4U zoning continues on the south side of the street to Reichwein Ave. Again, there are no current uses that require I-4U zoning. This area should be zoned C-3, Neighborhood Commercial District, which allows a variety of retail and business functions and better protects the area from the influx of other more intense uses at a later date.

Moving west, D-5 is again the zoning classification from 1800-1926 on the north and from 1733-1921 on the south. D-5 is a residential zoning district for urban developed areas. Residential uses still predominate in this area, although some are more intense than are allowed in D-5, which only allows two-family dwellings on corner lots. All structures are experiencing some degree of deterioration. Indianola Park, situated in the middle of this zone, adds to the residential nature of the area, which should be retained. However, a more appropriate residential classification would be D-8, a district permitting a high-density, low rise multi-family development especially suited to areas experiencing renewal. However, Indianola Park and the Washington Street Presbyterian Church require a special use zoning district. The park is already appropriately

zoned, and the church, located on the northwest corner of West Washington Street and Miley Avenue, should be rezoned SU-1.

West of this D-5 area, there exists 11 blocks of C-4 zoning interspersed with some PKI (site of Hawthorne Park), SU-2 (site of Washington School), and HD1 (site of Central State Hospital). C-4 zoning is designed to provide for the development of a community-regional shopping district, and allows uses such as restaurants, service stations, copy shops, etc. This zoning is basically considered appropriate for this area.

Exceptions to this C-4 zoning are sites of institutional facilities that require special use zoning and blocks of residential development that require residential zoning. These residences reflect the character and history of Washington St., and where a sufficient number in good condition exist to impart a residential character to the area, they should be retained. The blocks where such residential zoning would be appropriate are: directly across from George Washington High School (between Sheffield and Pershing Aves.) and on the N side of the street west of Indianola Park to Central State Hospital. (between Belleview and Warman Aves.). Commercial uses that currently

exist on the NW corner of Sheffield Ave. and West Washington St. and Belleview Ave. and West Washington St. and the NE corner of Holmes Ave. and West Washington St. and Warman Ave. and West Washington St. would be legally established non-conforming uses. Neighborhood commercial uses are firmly entrenched on the southern side of Washington St. between Belleview and Warman Avenues. Commercial land use is appropriate for this area and should be reinforced by the imposition of C-3, neighborhood commercial zoning.

Sites requiring special use zoning include the southwest corner of West Washington Street and Warman Avenue, site of Washington Street Methodist Church, which should be zoned SU-1. The Trinity Bible Mission Church at 2302 West Washington should also be rezoned to SU-1, and fire station #18, located on the southwest corner of Central State Hospital, should similarly be rezoned to SU-9.

West of N. Tibbs Ave. on the north and Sanitorium Ave. on the south, West Washington Street is zoned C-5 (General Commercial District) on the north side and I-3U (Medium Industrial Urban District) on the south side. At this time there are no industrial uses in the stretch of land zoned I-3U, and only eight uses requiring C-5 zoning because of outside storage.

With the exception of the SU-18 zoning on the southeast corner of West Washington St. and Somerset Ave., and the C-5 on the site of the Water Co. West Pump (which should be rezoned to SU-39), all of this area should be zoned C-5, or General Commercial District.

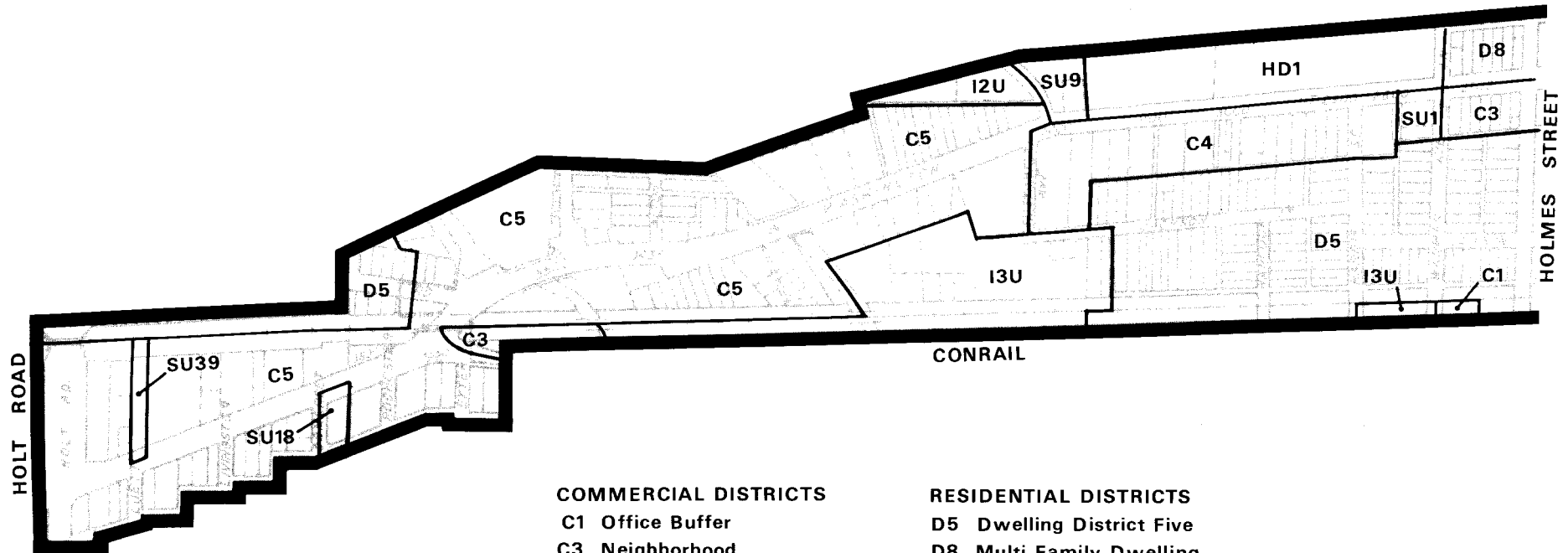
The problems with the existing zoning found on West Washington Street may be summarized as follows:

1. Industrial and too-high of a commercial zoning in areas where uses do not require such zoning, and it is inappropriate due to surrounding residential development.
2. Residential properties on commercially zoned land.
3. Special uses, especially long-established churches, that are not appropriately zoned.

Rectification of these problems will be achieved when the zoning plan, explained in the previous text and graphically represented on Map #12, is implemented. Following is a list of properties identified for action.

WEST WASHINGTON STREET CORRIDOR PLAN

MAP 12 / PROPOSED ZONING PLAN



INDUSTRIAL DISTRICTS

- I2U Light Industrial Urban
- I3U Medium Industrial Urban
- I4U Heavy Industrial Urban

HOSPITAL DISTRICT

- HD1 Hospital District One

COMMERCIAL DISTRICTS

- C1 Office Buffer
- C3 Neighborhood
- C4 Community Regional
- C5 General Commercial
- C6 Thoroughfare Service
- C7 High Intensity

PARK DISTRICTS

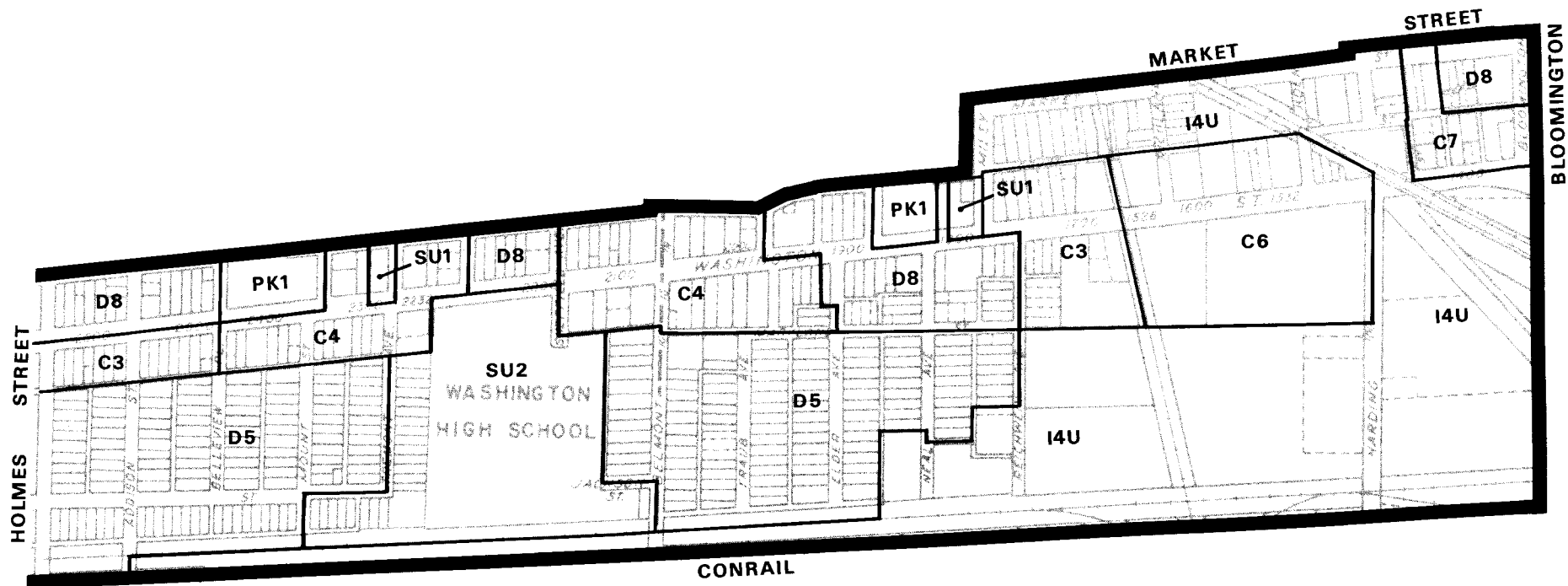
- PK1 Park District One

RESIDENTIAL DISTRICTS

- D5 Dwelling District Five
- D8 Multi-Family Dwelling

SPECIAL USE DISTRICTS

- SU1 Churches
- SU2 Schools
- SU9 Government Property
- SU18 Light & Power Substation
- SU39 Water Pumping Station



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Zoning Action Plan

<u>Address</u>	<u>Current Occupant(s)</u>	<u>Existing Zoning</u>	<u>Proposed Zoning</u>
1500-1626 (all in Regional Center)	Various Commercial/ light industrial uses	I-4U	C-6
1702-1712	Inkoff Tavern and residences	C-7	C-3
1700 block southside	Various residential/ commercial uses	I-4U	C-3
1700 block northside	Various residential/ commercial uses	D-5	C-3
1800	West Washington Presbyterian Church	D-5	SU-1
1800-1913 southside between Reichwein & 1 lot west of Traub	Various residential uses	D-5	D-8
1900-2000 northside between Elder & Traub	Various residential uses	D-5	D-8
2200-2232 northside between Sheffield & Pershing	Various residential uses	C-4	D-8

(continued)

ZONING ACTION PLAN (continued)

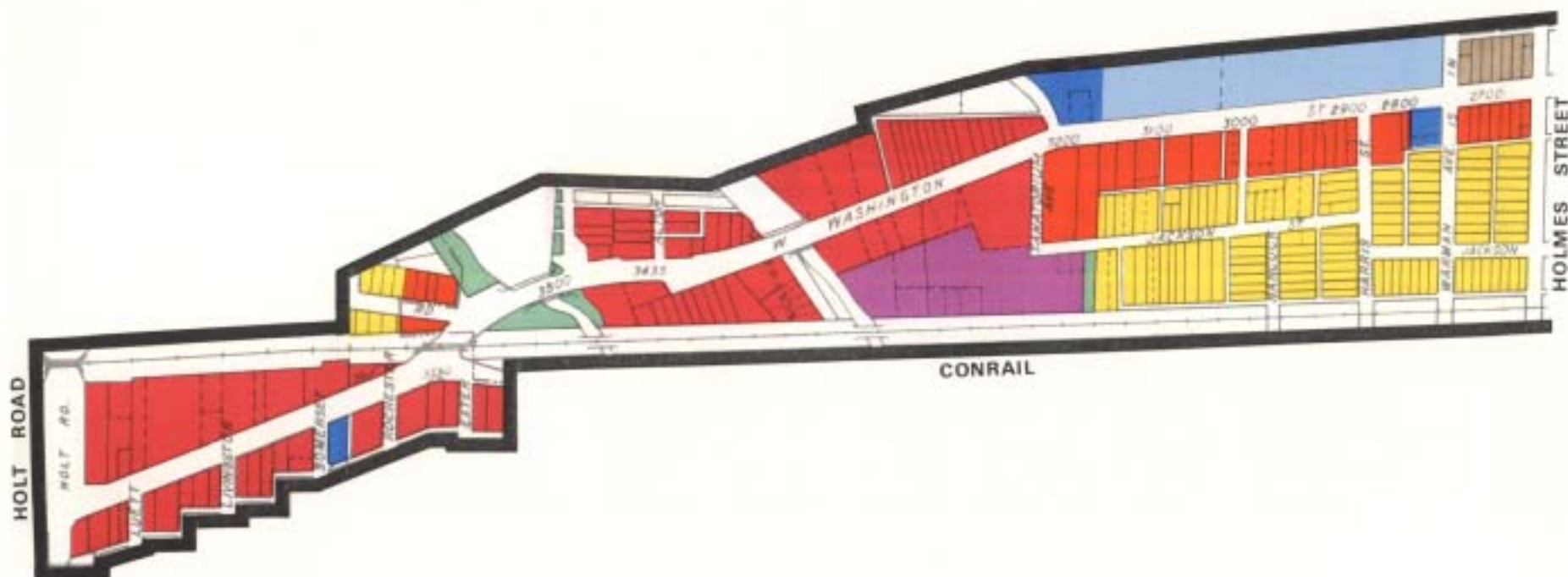
<u>Address</u>	<u>Current Occupants</u>	<u>Existing Zoning</u>	<u>Proposed Zoning</u>
2500-2700 northside between Bellevue & Warman	Various residential uses	C-4	D-8
2500-2700 southside between Bellevue & Warman	Various commercial uses	C-4	C-3
2302	Trinity Bible Mission Church	C-4	SU-1
2801	Washington Street Methodist Church	C-4	SU-1
3130	Fire Station #18	HD-1	SU-9
3200-3800 north and southside between Sanitarium and Holt	Various commercial/ residential uses	I-3U C-7	C-5

Exceptions to C-4 listed above:

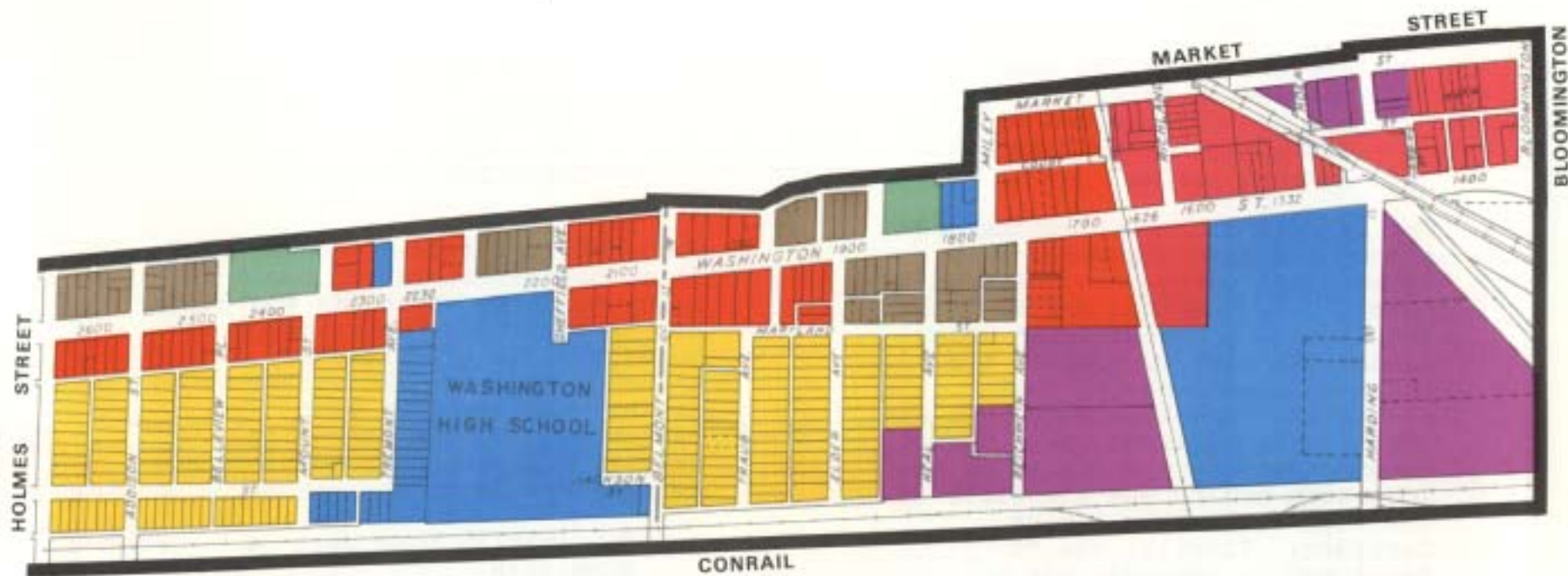
3754	Water Co. West Pump	C-5	SU-39
3549	Indianapolis Power and Light	SU-18	SU-18

WEST WASHINGTON STREET CORRIDOR PLAN

MAP 13 / LAND USE PLAN



- | | |
|---|--|
| RESIDENTIAL |  PUBLIC / INSTITUTIONAL |
|  Single / Two-Family |  Public / Institutional (Hospital) |
|  Multi-Family |  PARK / OPEN SPACE |
|  COMMERCIAL |  INDUSTRIAL |
|  Commercial (Auto-Related / High Intensity) | |



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The recommendations in this section are designed to facilitate the general goal of the West Washington Street Corridor Study, which is:

"To stabilize the West Washington Street Corridor and to increase the economic stability for merchants located there."

The following general recommendations have been organized into three broad categories: Streetscape, City Services and Business Development. Streetscape" recommendations seek to improve the physical appearance of West Washington Street quickly. On the other hand, "Business Development" recommendations are geared to the long-term health and viability of the West Washington Street Corridor. Finally, the "City Services" recommendations are designed to link the other two categories, as they are concerned with physical improvements that will encourage business development. Following this section, specific properties needing attention will be listed.

The following abbreviations are found in the chart under the "Actors" or "Financing" columns:

MR - Mary Rigg Community Center
NRCA - National Road Conservation Association
P.O. - Private Owner

DDS - Division of Development Services
DOP - Division of Planning
DOT - Department of Transportation (Indianapolis)
DOH - Department of Highways (Indiana)
IPD - Indianapolis Police Department

Funds will be made available on a first come-first served basis among existing merchants who agree to the conditions under which the money will be administered. Although more detailed information may be obtained from John Eaglesfield at the Mary Rigg Center, the general conditions are as follows:

1. Two written bids must be submitted.
2. Changes in exterior appearance must have accompanying drawings.
3. Changes in exterior facade appearance and/or materials are subject to review and approval by Indianapolis Historic Preservation Commission and should comply with the West Washington St. Development standards.
4. All work shall be subject to the Davis-Bacon Act for labor and wages.
5. Contractors must be licensed by the City of Indianapolis

GENERAL PROJECTS/RECOMMENDATIONS	ACTORS	OVERALL PRIORITY	CATEGORICAL PRIORITY	COORDINATE WITH PROJECT NUMBER	FINANCING	ANTICIPATED DATE FOR COMPLETION
<u>I. Streetscape</u>						
The focus of the following recommendations is to upgrade the physical appearance of West Washington Street as quickly as possible. Such cosmetic improvements are desirable because areas with "curb appeal" present a better image and are more likely to encourage passing motorists to stop. Adherence to the design standards for West Washington Street that follow will ensure the improvements made will contribute to the establishment of a sense of identity and unity along the Corridor. Community Development Commercial Revitalization funds are available in 1985 for the West Washington Street Corridor. The last eight activities are intended to guide the use of these funds.						
1. Owners of residential properties that have deteriorated and are located in areas recommended for residential development should be given priority for paint-up/fix-up funds available through Mary Rigg Center. Colors selected should be compatible with the neutral colors recommended for commercial development along the Corridor (See zoning and land use plan for areas recommended for housing).	P.O./ M.R.	1	1		M.R.	1987
2. Vacant signs should be removed, while damaged signs should be repaired. Signs on vacant buildings should be removed so they no longer reflect the former use.	P.O.		2	1-5	P.O.	1987
3. Landscaping strips and street trees should be planted where existing right-of-way allows. Street furniture should be placed where it will serve the pedestrian needs and be well maintained by property owners.	P.O./ DOT		2	11-2	P.O. DOT	1989
4. Existing gravel parking lots, appropriately located beside or behind buildings, should be paved, striped, lighted and landscaped. Combined or integrated parking facilities should be developed where possible.	P.O.	1	3		P.O.	1989

GENERAL PROJECTS/RECOMMENDATIONS	ACTORS	OVERALL PRIORITY	CATEGORICAL PRIORITY	COORDINATE WITH PROJECT NUMBER	FINANCING	ANTICIPATED DATE FOR COMPLETION
5. Vacant lots should be cleared of unsightly weeds and trash.	P.O./ NRCA	1	1	1-2	P.O.	1986
6. Abandoned vehicles should be removed.	NRCA/ IPD	1	1		IPD	1985
7. Outside display of merchandise is unattractive and should not continue except in conjunction with a street fair or other special promotion.	P.O./ NRCA	1	1			1986
8. Cyclone fencing is not appropriate on property facing West Washington Street. Existing cyclone fencing should be removed and replaced with a more compatible wood fencing.	P.O.	1	3		P.O.	1988
9. A method of enforcing the design standards developed for West Washington Street should be adopted.	NRCA/ DOP/ DDS	1	1		N/A	1986
<p>Facades of existing structurally sound buildings need to be rehabilitated in a similar manner. The establishment of an identifiable character may be achieved through adherence to the West Washington St. design standards (found in Appendix H), which establish criteria for architecture, signage and streetscape components.</p> <p>Bringing a sense of unity and clarity to the West Washington Street Corridor is also the focus of the 1985 commercial revitalization program run by the Mary Rigg Center. The following exterior improvements were defined as top priority activities to be undertaken in 1985. Best utilization of these funds would be made if blocks of willing merchants applied as a group.</p>						
9. Exterior painting	P.O./ MR	1	1		P.O. MR	1985
10. Landscaping						
11. Window repair/replacement						
12. Awning installation						
13. Signage						
<p>A secondary list of activities was also developed.</p>						
14. Paving						
15. Door repair/replacement						
16. Tuck pointing of masonry.						

GENERAL PROJECTS/RECOMMENDATIONS	ACTORS	OVERALL PRIORITY	CATEGORICAL PRIORITY	COORDINATE WITH PROJECT NUMBER	FINANCING	ANTICIPATED DATE FOR COMPLETION
<u>II. Public Services</u>						
<p>The provision of public improvements is a necessary component of any revitalization program. The commitment of local government to an area often needs to be demonstrated before private capital will be invested. The recommendations in this section are an acknowledgement of this reality and are intended to stimulate the long-term improvements necessary to make the Corridor a viable commercial entity. No recommendations are made for the area east of Reichwein because that part of the infrastructure system is scheduled to be improved when Washington Street is widened from new Harding Street to Bloomington Street. Exact locations of the recommended activities may be found in the next section.</p>						
1. Sidewalks that are badly deteriorated should be replaced beginning at the east end of the study area and moving west (again, as money becomes available). Sidewalks at the eastern end of the study area take priority because the area east of Tibbs is more pedestrian oriented.	DOT/ P.O.	2	1	II-1/ I-3/ 19-13	P.O. DOT	1987
2. Portions of West Washington Street that have been evaluated as being in "fair" or "poor" condition, beginning with the easternmost problem areas and working west, should be repaved.	DOH	2	1	II-2/ I-3	DOH	1988
3. The current zoning of the West Washington Street Corridor neither reflects current land use nor provides a framework to stimulate appropriate development in the area. Correct zoning classifications should be adopted and development standards should be enforced along West Washington Street. (See zoning plan for specific action to be taken.)	DOP/ DDS	1	1		N/A	1985

GENERAL PROJECTS/RECOMMENDATIONS	ACTORS	OVERALL PRIORITY	CATEGORICAL PRIORITY	COORDINATE WITH PROJECT NUMBER	FINANCING	ANTICIPATED DATE FOR COMPLETION
4. Although Indianola Park contains several mature trees, new trees should be planted to maintain the existing atmosphere. Four new trees need to be planted along Washington Street, where decorative fencing should also be installed. Play-ground equipment that has been removed over the years should also be replaced.	DPR/ DDS	1	1		DPR	1985
5. Hawthorne Park is in need of much upgrading. Existing facilities have been allowed to deteriorate, with some being removed and not replaced. Much landscaping is needed to create a park-like setting. A double row of trees (22 trees) is needed along the park's south edge to lessen the impact of Washington St.						
6. Parking restrictions have been imposed on both sides of Washington Street that are no longer appropriate. These restrictions should be reevaluated and revised as current conditions warrant. (A discussion of on-street parking can be found in Appendix I.)	DOT/ DOH/ DOP/ NRCA	2	1		N/A	1985
7. The possibility of extending the lighting scheme installed by the White River State Park and Metro facility should be examined by IPL and the National Road Conservation Association.	IPL/ NRCA/ P.O.	2	3	II-2	IPL/ P.O.	1988

66
10/10/85

GENERAL PROJECTS/RECOMMENDATIONS	ACTORS	PRIORITY	OVERALL PRIORITY	CATEGORICAL NUMBER	COORDINATE WITH PROJECT FINANCING	ANTICIPATED DATE FOR COMPLETION
<u>III. Business Development</u>						
The focus of these recommendations is the long-term economic growth and vitality of West Washington Street. Commercial realtors were consulted in the development of these recommendations, which are basically strategic in nature. Again, specific locations of recommended actions may be found in the next section.						
1. Existing vacant land and buildings have been inventoried. Indianapolis commercial realtors should be contacted now to begin marketing the development potential of this vacant property on West Washington Street to serve the White River Park and its visitors.	NRCA/ Realtors	1	1		P.O.	1985
2. As current occupants leave, existing isolated housing units found along the south side of West Washington Street should be removed to allow for more appropriate commercial development.	P.O.	3	2	III-1	P.O.	1990
3. Residential units that have been converted to commercial uses and other inappropriate structures found in areas that have retained their residential character and are recommended for residential development should be reconverted or converted to housing stock. (See zoning plan for areas recommended for residential development.)	P.O.	3	2		P.O.	1990
4. The National Road Conservation Assoc. should aggressively monitor land use and development issues along the Corridor. They should also organize "theme" days and develop other marketing strategies to attract attention to West Washington Street.	NRCA	1	1		NRCA	ongoing
5. The National Road Conservation Assoc. should involve local lenders in the revitalization program and should investigate financial packaging alternatives.	NRCA	1	2		N/A	1986

and show proof of in-force liability insurance.

Monetary assistance, in the form of rebates, will be provided in the following amounts:

Exterior Rehabilitation:

Rebates of up to 25% of the total cost of exterior repairs and improvements are available. Maximum rebate is \$5000.00 for major projects. Major redevelopment activities involving four or more of the eligible work activities would be allocated \$12,000.00. Minor redevelopment involving three or less of the eligible work activities will receive \$11,938.00.

Signage:

Rebates of up to 50% of the total cost of the signage improvements. Design must be approved by a review committee made up of area merchants and representatives of the CCI, Mary Rigg Center Neighborhood Commercial Revitalization Program.

**SPECIFIC PROPERTIES
RECOMMENDED FOR ACTION**

The purpose of this section is to identify parcels of property needing the action specified in the general recommendations that preceded this. They are listed to

illustrate the problems that have been identified. Inventories have not been developed for every recommendation, either because the resulting list would be so numerous as to not be helpful, or it is believed the recommendation does not require further clarification.

Recommendation I-1 - Vacant Signs

Vacant, delapidated, or inappropriate signs have been observed at the following locations. Also included in this list are vacant poles, remnants of pole signs.

West Washington Street

1732	1705
2118	1729
2330	2113
2502	2117
2602	2407
3220	2600
3234	2725
3636	3121
3760	3223
3245	3403
3413	

Recommendation I-2 - Parking

Areas of greatest off-street parking shortage.

2100-2700
2900
3200-3433
3600-3740

Recommendation II - 1 & 2

Areas of Declining Infrastructure

II-1 Areas that lack sidewalks/
curbs

1511 - new Metro facility
3245-55
3511-17
3601-3763
2708
2728
3219-23
3220-24
3544-3760

II-2 Areas where street condi-
tions have been rated as
"fair" or "poor"

1520
2401-2527
2627-2705
2728
3220
3234-3760

II-3 Areas where sidewalks and
curbs have been rated as
"fair" or "poor"

2015
2029
2330
2501-23
2537-41
2602
2627
2703-05

2719
2743
2817-1911
2943
3000
3123
3300
3400-32
3433-37

Transportation Responsibilities on
West Washington Street.

Because West Washington Street is
part of U.S. 40, the first east-
west National Highway, it is under
the jurisdiction of both the State
of Indiana and the City of
Indianapolis. Following is a
breakdown of the responsibilities
of the different agencies.

Indiana Department of Highways

Responsible for everything from
"curb to curb". Street signs, sig-
nals, turn-lanes, parking, repav-
ing, curbs, inlet boxes for drain-
age system; street cleaning/snow
removal.

Indianapolis Department of
Transportation

Sidewalks, drains, street furni-
ture - benches, trees, lighting.

Indianapolis Department of
Public Works

Sewers - combined; Most installed
at turn of century.

Recommendation III-1 - Vacant Buildings

Address	Former Use	Condition*	Existing Zoning	Proposed Zoning	Approx. Sq. Ft.
1811	A-1 Car Care Ctr.	3	D-5	D-8	3,600
1821	House-fire damage	4	D-5	D-8	3,000
2001	Village Pantry	1	C-4	C-4	2,400
2101-11	Green Garter Lounge	4	C-4	C-4	9,000
2117-19	Between Baptist Holiness and Power of Pentecost	3	C-4	C-4	2,800
2905-07	Ward's Dry Goods	3	C-4	C-4	3,000
3123; 3125	Next to Hardee's	3	C-4	C-4	3,000
3445	Next to Giovanni's	1	C-5	C-4	1,200
1702	Next to Inkoff's Tavern	3	C-7	C-4	400
2602	Swanky Frankie's	2	C-4	C-4	<u>7,200</u>
					35,600

*Condition:

- 1 = sound
- 2 = minor deterioration
- 3 = major deterioration
- 4 = delapidated

Recommendation III-1Vacant Land

<u>Address</u>	<u>Existing Zoning</u>	<u>Proposed Zoning</u>
1725	I-4U	C-3
1739	D-5	C-3
1743-49	D-5	D-8 (with A-1 Car Care)
1833	D-5	D-8
1907-13	D-5	D-8 (former site of Eden's Washers)
2407-19	C-4	C-4 (next to Bonsett Press)
3005-3123	C-4	C-4 (between Frank's Garage and Hardee's)
3423-29	I-3U	C-5 (between House and Giovanni's)
3437	I-3U	C-5 (between Giovanni's and McClure Brothers)

Recommendation III-2Isolated Housing Units
on West Washington St.

<u>Address</u>	<u>Condition</u>	<u>Comments</u>
1729	3	Next to parking lot for Crown Screw & Bolt - Riverpark Post
1733	2	Between vacant lot and River- park Post
2325	1	Between Usher Funeral Home and Bonsett Press
2501-05	2	Commercial structure currently used for storage?
2527	2	Between Cindy's Rings and Electrotech
2627	3	Between Cram's Furniture and 50 Yard Line
2709 & 2715	2	Between 50 Yard Line and Budget Floor Covering

(continued)

Recommendations III-2
Isolated Housing Units
on West Washington St.

(continued)

<u>Address</u>	<u>Condition</u>	<u>Comments</u>
2723	2	Between Budget Floor Covering and Hiway Parts
2927	1	Carrico, DDS - next to Safeway Building
Services		
2933	2 potentially historic	Between Carrico and Globe Auto
2947	2	Between Globe Auto and Frank's Garage
3305	2	Between Brackin's and Temple Rents
3403	2	Between Temple Rents and Elegant Motors

Concept/Design:
Overall Corridor Recommendations

The design proposals illustrated in this plan attempt to not only address the present problems facing the West Washington Street Corridor, but to guide the long-term development of the Corridor in a way that benefits merchants, residents, commuters, and, most importantly, the City as a whole.

The overall design illustrates potential improvements to those problems identified earlier in this report.

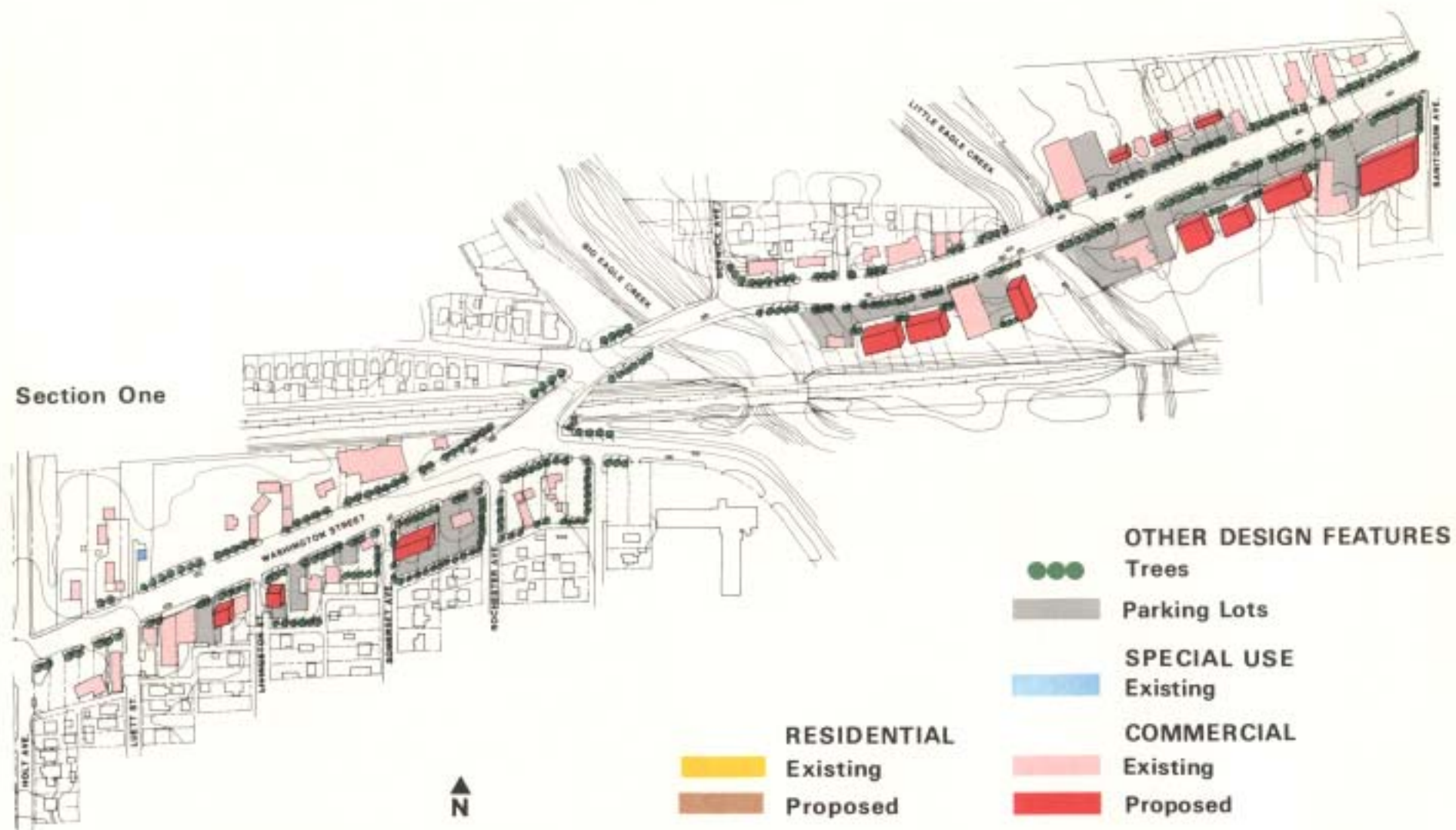
The general scheme for the Corridor recommends the following Corridor-wide developments: (See Map 14)

1. Clearly define and concentrate commercial and residential uses along the Corridor.
2. Discourage commercial encroachment into the surrounding residential areas by buffering between these uses.
3. Removal of vacant/deteriorating buildings for redevelopment as well as the relocation/removal of certain non-conforming structures.

4. New construction of both apartments and commercial structures. The construction of apartments would not only act as a buffer to surrounding residential areas, but act to increase the population which would utilize the commercial facilities of the Corridor. Commercial structures would provide space for new or expanded services and would create conforming uses, as opposed to the present practice of residential conversions.
5. Develop more off-street parking for existing and proposed uses along the Corridor. Parking needs can be properly worked into new apartment or commercial sites without significantly disturbing surrounding uses or traffic flow. In the existing older commercial areas, a redesigning and unification of existing lots can increase the parking availability for these areas. In some cases, new parking lots are provided specifically to serve those commercial areas.
6. Improve sidewalks along the Corridor to facilitate pedestrian mobility and safety, as well as visually enhance the Corridor.
7. Create landscaping treatments along the Corridor, concentrating on installation of landscape strips on private property. The building setback along most of Washington Street restricts the placement of street trees and furniture. However, proper landscaping around parking lots and in front yards would enhance the aesthetic appearance of the Corridor and improve property values.
8. Enforce the design standards (See Chapter VIII) that guide the renovation of existing and the construction of new buildings. Such standards provide specific guidelines for items such as facade renovation, height, setbacks, materials, window openings and transitional yards.
9. Continue a strong paint-up fix-up program for the residential areas on and surrounding the Corridor. A program of this type will enhance the values of area properties and provide a stabilizing influence on the area.
10. Develop a series of standards for street signage, both commercial and traffic--which attempts to unify heights, placements, and size of signs as well as their type and number.

WEST WASHINGTON STREET CORRIDOR PLAN

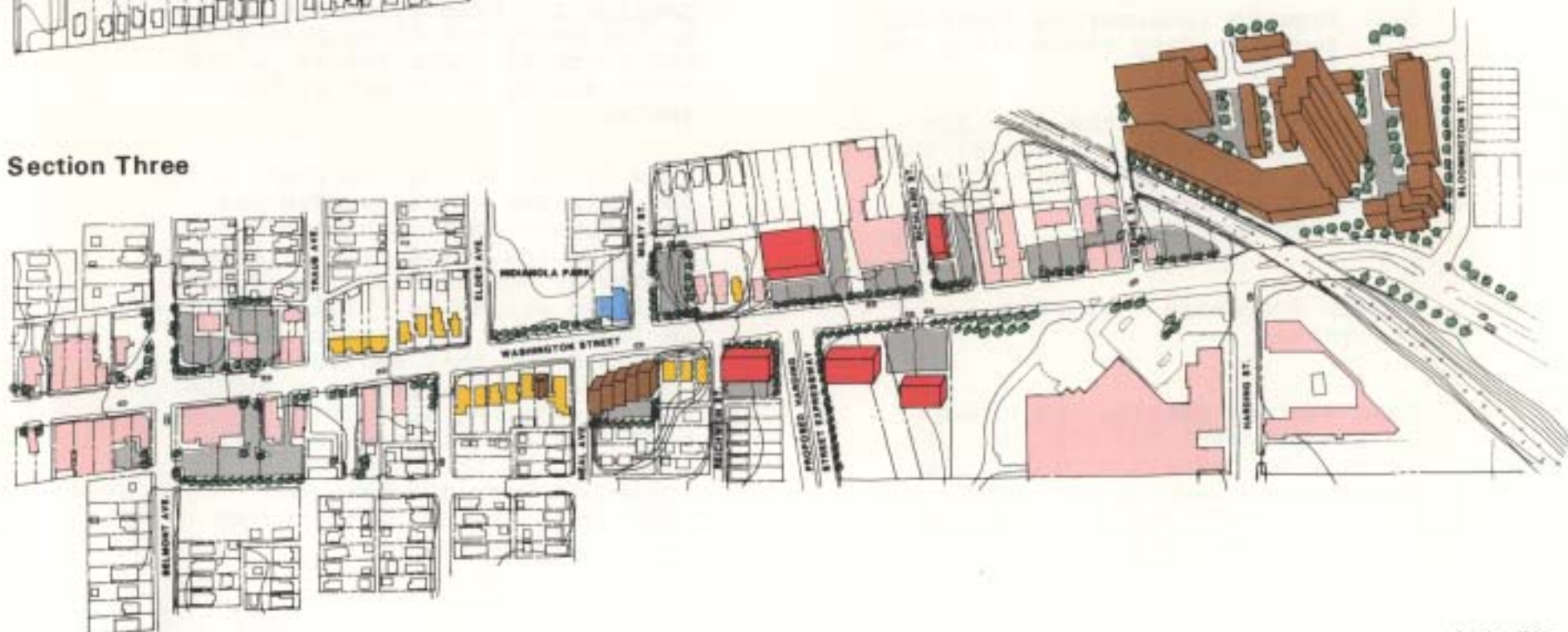
MAP 14 / ILLUSTRATIVE PLAN



Section Two



Section Three



The preparation of this map
was financed in part by a
Community Development Block Grant



October 1985

Department of Metropolitan Development
Division of Planning
Indianapolis-Marion County, Indiana

11. Increase police visibility and their interaction with the Corridor businesses and neighborhoods.
12. Redefine the zoning districts of the Corridor to assist in the proper definition/separation of residential and commercial uses. In addition, rezone areas so that proper development can be encouraged along the Corridor following the plan, and inappropriate uses discouraged.
13. Improve landscaping currently found in City parks along the Corridor.

A brief outline of the specific proposals for each subarea of the Corridor will follow, detailing those improvements and developments considered.

Design Proposals - Subarea Analysis

This section details the urban design proposal for the Corridor. Instead of using the previously defined subareas as the level of analysis, this section is by proposed zoning classification. This was done because the proposed zoning reinforces the land use recommendations incorporated in the design. No recommendations were

made for the area east of Reichwein Ave., because it is assumed that the relocated Harding Street will be routed at least that far west, implying Washington Street will be widened at least to that point. It is further assumed that all construction and rehabilitation will be compatible with the existing character of West Washington Street in terms of height, size and setback, rear yard parking, and appropriate landscaping.

Section I - From Reichwein Avenue on the south and Miley Avenue on the north to Traub Avenue on the north and Elder Street on the south.

This is one of the few areas along the Corridor where residential development remains appropriate, which is indicated by the large number of residential structures still in existence. This land use is implied by the primary zoning proposed for this segment of the Corridor, D-8, which is a multi-family dwelling district. Residential development is enhanced in this area by the presence of Indianola Park and the West Washington Street Presbyterian Church, which together provide open and green space for the block. Specific changes necessary to implement these recommendations include the following:

A. Demolition/New Construction/
Rehabilitation

The existing auto-repair facility, located on the southeast corner of Neal Avenue and West Washington Street would be removed and the lot redeveloped residentially (multi-family town house or garden apartments). Similar treatment is recommended for the southwest corner of Elder Avenue and West Washington Street, former site of Eden's Washer.

The southwest corner of Neal Avenue and Washington Street, currently the site of a boarded-up 2 1/2 story frame residential structure, should be rehabilitated for multi-family use. Other buildings in that block should restore their facades and upgrade their landscaping.

B. Streetscape/Landscape

New trees should be planted in Indianola Park, and a small fence installed along West Washington Street. The purpose of this fence would be for decoration and the prevention of small children and/or their toys from accidentally getting into traffic. Trees are also shown in the front yards of residential units on

the north side of the street between Elder Avenue and Traub Street.

Section II - From Traub Street on the north and Elder Avenue on the south to Belleview Place.

This section is currently primarily commercial in nature. This land use is assumed to be appropriate, which is reflected in the proposed zoning for most of the area of C-4, community-regional commercial. This section also includes George Washington High School, across from which multi-family residential land use is recommended, and Hawthorne Park. Following are specific changes which would be necessary to implement these recommendations.

A. Demolition/New Construction/
Rehabilitation

The conversion of residential units to commercial uses is strongly discouraged. All isolated residential units on the south side of Washington Street should eventually be removed to allow for expansion of existing commercial structures or construction of new commercial buildings. This will help unify the area visually and practically.

The 2000 block of Washington

Street currently contains a number of free-standing commercial buildings separated by side and rear parking lots. For the short-term, these parking lots should be combined; specifically:

- A. Between Westside Furniture and Adventure Inn,
- B. Between Wife Save Laundry and Main Street Pub,
- C. Between Main Street Pub and Princess Tavern.

All parking lots should be buffered and paved and should be behind or beside the building.

The long-term strategy for this area is the removal of these buildings for new commercial development.

The Belmont Theatre and the adjacent vacant commercial space, as well as the vacant building on the southwest corner of Belmont Avenue and Washington Street, should be rehabilitated for office or light commercial use. The vacant lot in the 2400 block of Washington Street should be maintained until a new commercial building is constructed. Interim use of this land could be as a properly

designed, landscaped parking lot.

As mentioned previously, the northside of the street across from George Washington High School (between Sheffield and Pershing Avenues), should be developed residentially. Currently, all but one of the lots in this block is a dwelling unit. This one non-conforming use is now the site of Automotive Service and Repair, on the northwest corner of Sheffield Avenue and Washington Street. This should be removed and a new multi-family dwelling unit constructed in its place.

Adjacent to Washington High School, on the southeast corner of Tremont Avenue and Washington Street, is a Marathon Station. This use is also inappropriate, and when Marathon vacates the station, the land should be cleared and become a part of the high school's property.

B. Streetscape/Landscape

Landscaping in this area is primarily concentrated to private property around parking lots and in front yards. Street trees might be possible in the blocks surrounding Belmont Avenue. Another loca

tion where trees and other shrubs are strongly recommended is in Hawthorne Park. Other vital elements of the design proposal in this area is the facade and signage standards. All vacant signs should be removed, and pole replaced with ground signs.

Section III - From Belleview Place to Warman Avenue.

This area contains two distinct yet compatible land uses. The original residential character of Washington Street remains firmly intact on the north side of the street, while commercial structures and uses predominate on the south. It is believed this existing land use pattern is appropriate, so it is being reinforced by the imposition of D-8, multi-family residential zoning on the north and C-3, neighborhood commercial zoning on the south. Residential development on the north side is further enhanced by the existence of Hawthorne Park and School, immediately east of this area. The following changes are necessary to implement these recommendations.

A. Demolition/New Construction/Rehabilitation

Although primarily residential in nature, commercial development is found on the north

side of the street. Some of this commercial development is in housing units that have been converted to commercial use and others are in commercial structures. Regardless, all of these commercial enterprises should be removed and the lots redeveloped residentially. Paint-up/Fix-up funds are available through the Mary Rigg Center for Westside homeowners. Because of their location (in an area recommended for residential development), these homeowners should be given priority for these funds.

Again, there are existing isolated housing units on the south side of the street that should be removed for expansion of existing or construction of new commercial buildings. The new construction, of course, must blend in with the existing character of West Washington Street and should reinforce the existing setback.

The existing building, on the southwest corner of Washington Street and Belleview Place, should be rehabilitated and used commercially. Its parking lot, in the back, should be paved, landscaped and lighted.

B. Streetscape/Landscape

Again, landscaping is restricted to private property-parking lots and front yards. It is assumed all parking lots will be paved, landscaped and well-lit.

Section IV - From Warman to Holt Avenue.

This section contains a number of disparate uses and is dominated by Central State Hospital on its eastern end. Directly across from Central State, a wider variety of commercial and residential structures are found. Further west the character of Washington Street changes markedly, as auto/mobile home sales and other uses requiring outside storage abound. The design standards seek to mitigate the impact of this outside storage by landscaping in front of and around these uses. Following are specific actions needed to be taken to implement these recommendations.

A. Demolition/New Construction/Rehabilitation

The vacant lot in the 3000 block of West Washington Street should be well maintained until a new commercial structure is built. The existing structures on the

west end of the lot, immediately east of Hardee's, should be removed. All new construction should, of course, meet the zoning development standards as well as those developed for West Washington Street. Again, the existing isolated residential units on the south side of the street should be removed for new, or expansion of existing, commercial buildings.

B. Streetscape/Landscape

There is sufficient frontage for street trees here, and they should be planted, along with landscape strips that would serve to buffer the outside storage. Complementary wood fencing should be installed to reinforce this landscaping. Trees should also be planted in the front yard of Central State Hospital, which formerly had a lovely arbor where barren grass now exists.

Outside display of merchandise, currently found at Used City Furniture, is prohibited. The vacant or abandoned signs should be removed, as should the garish signs often affiliated with adult entertainment businesses. Front yard parking is common

in this part of Washington Street. This arrangement is suitable, given the character and type of much of the development, but all parking lots should be paved, striped, lighted and landscaped to adequately screen parked vehicles.

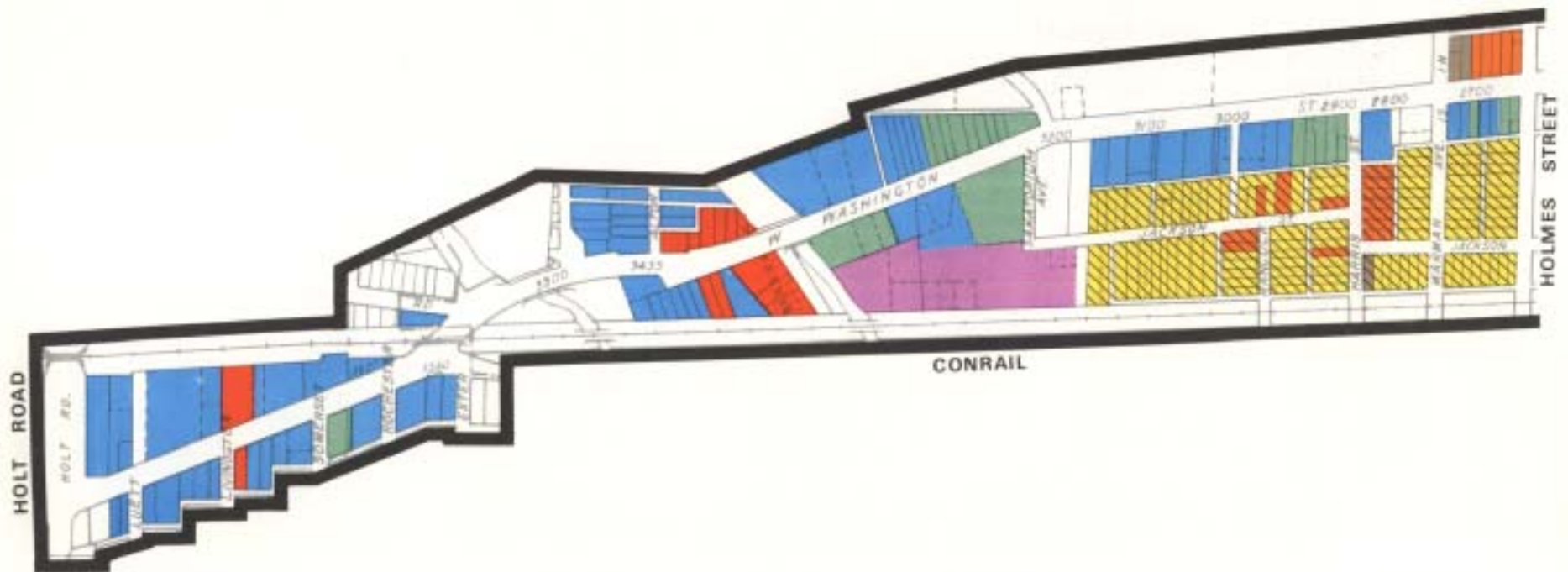
Conclusion











Implementation of these design proposals, and adherence to the design standards in Chapter VIII, would do much to unify and otherwise coordinate the look of the Corridor. The end result would be an improved image for West Washington Street in the minds of its neighborhoods and the City as a whole, leading to an improved economic situation for the commercial uses located there.

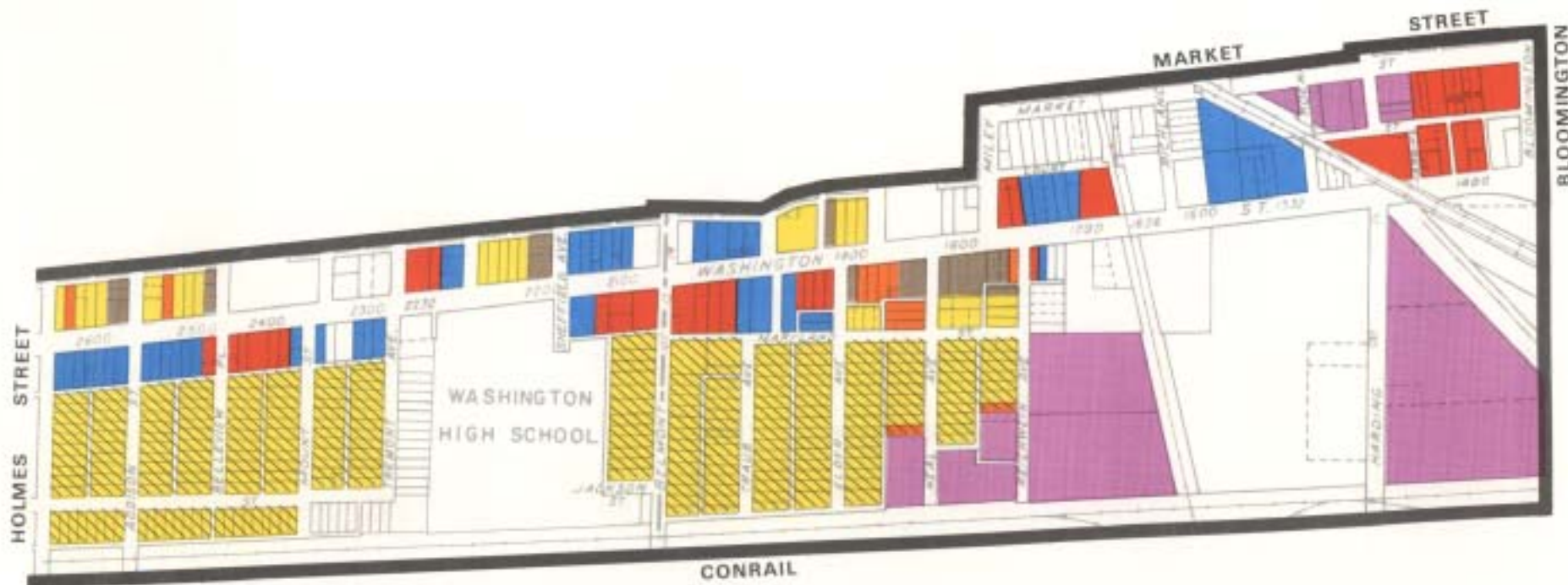
WEST WASHINGTON STREET CORRIDOR PLAN

MAP 15 / TAX ABATEMENT POLICY MAP / JUNE, 1987

Recommended maximum abatement periods for
assessed value of improvements to property



 Up to 3 Years Commercial	 Up to 3 Years Residential (Multi-Family)	 Up to 3 Years Residential (Single-Family)
 Up to 6 Years Commercial	 Up to 6 Years Residential (Multi-Family)	 Up to 6 Years Residential (Single-Family)
 Up to 10 Years Commercial	 Up to 10 Years Residential (Multi-Family)	 Up to 10 Years Residential (Single-Family)
 Up to 6 Years Industrial		



October, 1985

The preparation of this map was financed in part
by a Community Development Block Grant

This map recommends the maximum abatement period
which the specific properties are eligible to be
considered for — it does not guarantee abatement

Department of Metropolitan Development
Division of Planning
Indianapolis-Marion County, Indiana

VIII. DESIGN STANDARDS

WEST WASHINGTON STREET

RECOMMENDED STANDARDS FOR

COMMERCIAL DEVELOPMENT

The following standards are recommended for West Washington Street between Holt Road and Harding Street to (1) guide the development of the corridor plan for the area, (2) give property owners and developers a clear idea of what type of development is appropriate along this corridor and (3) establish guidelines for city planning staff review of zoning and variance cases and the review of any development seeking public assistance or funding.

The design standards will not replace existing zoning ordinances. They deal with many of the same topics as zoning ordinances, but are standards that are tailored to the West Washington area. Zoning variances may be necessary for situations where these recommended standards conflict with the requirements for zoning ordinances. The benefits to be gained by applying the standards to area projects, for the individual property owner and for the improved image of West Washington, will justify the variances to the zoning ordinances.

ARCHITECTURAL COMPONENTS

One of the most distinctive features of an older commercial area is its buildings. Building size, shape, color, materials, etc. do much to establish the character of an area no matter what style or age the buildings are. For any commercial area to have an identifiable character there needs to be some common elements that run through the area e.g., similar architectural style, building age, building materials, etc.

The reasons for developing building design standards are to make sure that new buildings or newly remodeled buildings:

1. Are compatible in color, style, construction, location, etc. with the surrounding environment, and
2. Are easily identifiable with the type of business that they contain.

- A-I. Building Setback and Yards
- A. Front setback - Older commercial buildings in the West Washington area have setbacks from the right-of-way line that vary from zero feet to ninety feet. In general new construction

should have the same building to site relationship as older buildings in the immediate area that contain similar uses. Some auto related C-4 and C-5 uses (primarily gas stations) that are located at the intersection of major streets may set back near the rear property line to allow for automobile circulation in front of the building. Parking for new commercial structures other than auto related C-4 and C-5 uses, should be located behind the front building line. Setbacks for new construction on West Washington between Reichwein and Harding Street should be forty feet from existing right-of-way to accommodate the widening of Washington Street. Similarly, other setbacks to accommodate

widenings are ten feet on Belmont, seventeen and one half feet on Tibbs and twelve and one half on Warman.

- B. Side and rear yards
- Side and rear yard setbacks vary widely and any new development should have side and rear yards similar in depth to surrounding, existing development.

Typically side and rear yards in the West Washington area have been used for parking and loading, and it is recommended that these uses continue where they meet the standards for parking, loading, setbacks, screening and transitional yards. Wherever possible, parking and loading facilities for several different businesses should be merged so that duplication of these facilities is

minimized.

- C. Transitional yards -
Transitional yards
(where required
yards abut or are
across the street or
alley from a
residential, special
use or park
district) should be
a minimum of six
feet deep and
contain either a
landscape strip,
fence, or wall
(described later).

- A-II. Building Shape -
Buildings in the
West Washington area
generally have
facades and floor
plans that are
rectangular. New
buildings should
conform to this.

- A-III. Building Materials -
Significant
commercial buildings
in the West
Washington area are
made principally of
glass, brick,
limestone, terra
cotta, metal or
stucco. New
buildings should be
made of the same
materials.

Side and rear
facades of buildings
not visible from
streets can be made
out of materials
other than those
used on facades seen
from streets, but
they should be
painted or otherwise
treated to be
compatible with the
visible facades.
Materials used in
remodeling older
buildings should be of a
quality and style typical
to commercial buildings
and compatible with the
existing elements of the
buildings they are placed
on. Materials such as
wooden doors with no
windows, rough sawn
siding, and wooden shakes
look out of place on
commercial buildings in
this corridor and thus
should be prohibited.

Mansard and other
ornamental type roofs
should not be added to
buildings because they
often cover up or detract
from the original
character of the
building. They also
quite frequently become
maintenance problems.

Any materials used in the West Washington area should be as durable and maintenance free as possible. Brick buildings that have never been painted should be painted only if it is necessary for preservation of the bricks. Painting often takes the character away from a brick building and also necessitates more frequent maintenance than a plain brick building.

- A-IV. Building Color - Typical colors on older commercial buildings are in a neutral range and primarily the natural colors of the materials (i.e., the colors of brick, stone, metal, etc.)
- New colors should conform to this.
- Color should never be the most immediately noticeable feature of a building.

- A-V. Storefronts - Storefronts in the West Washington area typically contain the following elements: transoms, kick plates,

entry ways, doors, windows, and ornamentation. These storefront elements should be used in new commercial construction.

New facades should have the same general proportions of storefront framing and window size as older buildings in the area. Similarly when buildings are remodeled, these proportions should not be destroyed.

- A-VI. Building Height - Commercial buildings in the West Washington area are typically one or two stories tall. It is recommended that new buildings conform to this with the two story buildings at street intersections.
- A-VII. Handicapped Access - Retail stores that attract a large segment of the general public (supermarkets, ice cream parlors, bakeries, drugstores, discount stores, etc.) and offices that similarly attract the public (banks, public offices, office buildings containing several

offices, etc.) should provide handicapped access from parking areas into the building.

A-VIII. Security Screens - Security screens should be the type that allow views through to the storefront when closed; they should be similar to those used in shopping centers. Security screens should be hidden from view when not in use. Completely opaque screens, similar to garage doors, take all of the interest out of the streetscape and therefore should not be used.

Permanently fixed bars on storefront windows should not be permitted.

A-IX. Mechanical Equipment - Elements of mechanical equipment such as air conditioners, exhaust vents, heating ducts, micro wave dishes, and antenna, should be as much out of public view as possible.

They especially should not be visible from surrounding streets.

A-X. Awnings - Awnings are fabric structures extended over building doors or windows for the purpose of shading windows or providing weather protection for pedestrians. Recently, awnings have also been used as signs. Awnings can be curved, concave, concave with sides, convex with flat sides and convex with curved sides.

Awnings placed on buildings with more than one ground floor tenant should all be of the same type although they may be of different colors. Awnings should fit within the bays of storefronts and reflect the storefront proportions. They should be a minimum of eight feet above the sidewalk and should project no more than five feet from the building face.

Awnings should be supported by the building they are placed on. They should not be supported with vertical members.

Awnings can have the name

of the business and business address, that represents the primary business at that address. Lettering should be limited to 25% of the surface area of the awning. There should be no cartoon characters on awnings.

Awnings can be colorful (striped also) but the colors used should not contrast significantly with surrounding environment.

Metal, fiberglass or wooden awnings should not be permitted.

A-XI. Canopies - Canopies are roof-like projections over doors and windows or they are fabric or roof-like sidewalk covers constructed for the purpose of providing weather protection for pedestrians or accentuating entries.

Any canopy attached to a building, should be made out of materials compatible to those on the building, should fit within the storefronts and should reflect the

storefront proportions. They should be a minimum of eight feet above the sidewalk and should project no more than five feet from the building face.

In cases where it is desirable to cover a sidewalk with a canopy, any canopy supports should be out of the way of pedestrian flow and the roof should be as transparent as possible. Canvas sidewalk canopies should not have side curtains that block the pedestrian flow.

A-XII. Marquees - Marquees are roof-like projections over entrances which sometimes contain signs. They provide weather protection for pedestrians and accentuate entries. Any marquee attached to a building should be made out of materials compatible to those on the building, should be within the bays of the storefronts and should reflect the proportions of the storefront. They should be a minimum of eight feet above the

sidewalk and should set back five feet from the right-of-way line (fifteen feet back from the existing right-of-way on Belmont, twenty two and one half feet from Tibbs, and seventeen and one half feet from Warman to accommodate proposed right-of-way). Marquees should be used only on entertainment establishments.

A-XIII. Walkup Windows - Exterior walkup windows are not common in the West Washington area and are not recommended for future installations, although bank machines are already in the area and should be permitted.

A-XIV. Outdoor Displays - There should be no outdoor display of products (e.g., appliances, roles of carpet, lawn care items, etc.) in the area between the front of the building and the street right-of-way, in any required yards and in any off-street parking or loading areas.

A-XV. Miscellaneous Attachments to Facades--No item

attached to the facade of a building and located above a public sidewalk should extend lower than eight feet above the sidewalk. This includes ornamental lights, awnings, canopies, marquees, roof brackets, flags, etc.

SIGNS

The primary purpose of signs should be to identify a place of business so that it can be found by potential customers. Signs should not dominate the environment (buildings, landscaped areas, vistas along streets, etc.) in which they are placed. When signs are allowed to dominate their environment, visual chaos results and information offered to the public becomes difficult or impossible to comprehend. A set of sign standards, should achieve business identification and a brief description of the primary goods or services provided.

Development of sign standards that are more detailed than the Sign Regulations of Marion County Indiana are to make sure that signs are:

1. Compatible in color, style, construction, location, etc. with the

surrounding environment,

2. As simple and straightforward as possible in identifying businesses and their primary products,
3. Easy to read, and
4. Not in competition with or confused with traffic control or safety devices.

Standards -

S-I. Sign Types:

- A. Projecting sign - a sign that is attached to a building and projects outward more than eighteen inches. Projecting signs can block scenic views and neighboring signs, so projecting signs are not recommended for the West Washington study area.
- B. Pole sign - a sign which is supported by one or more uprights from the ground. Pole signs, similar to

projecting signs, can block scenic views and neighboring signs, so they are not recommended for most instances in the 38th Street area. They may be necessary for some auto related C-4 and C-5 uses (primarily gas stations) that are located at the intersection of major streets.

- C. Ground sign - a sign which is supported from the ground with a sign surface extending downward to or near ground level. Ground signs, as permitted by the Sign Ordinance, may be no taller than four feet in height. Ground signs should be used only in situations where there is a lawn area of at least twenty feet in depth between the face of the building and the street right-of-way line.

- D. Wall sign - a sign which is affixed to an exterior wall of a building, but which does not constitute a projecting sign. Since wall signs effectively identify businesses but do not block views, they are highly recommended for the West Washington area.

Content on wall signs should be limited to the identification of the business only. "Laundry lists" of products should be in the form of window signs.

- E. Roof top sign - a sign affixed to the roof of a building. Since roof top signs are usually only visible from afar and since vistas are limited in a densely developed area like West Washington, roof top signs should not be permitted in this area.

- F. Vertical sign on a building facade - a sign running continuously from the lower level to the upper level of a building either a projecting sign or a sign flat on the building. Since this type of sign is not common in the West Washington area (few buildings above one story), and since it can have the same effect of blocking views as a projecting sign, this type of sign should not be permitted for the area.

- G. Cube sign and other signs with more than two faces - a sign with more than two faces in the form of roof top, projecting, ground or pole sign. Since these signs are necessarily bigger than a single or double faced sign, they should not be permitted in the West Washington area.

H. Awning sign - a sign on a fabric structure extended over a building door or window. Awnings can have the name of the business, and business address that represents the primary business at that address. Since awnings used as signs combine the functions of identifying the business, shading windows and protecting pedestrians from the weather, they are recommended for the West Washington area. One drawback is that when a business changes they have to be changed also.

In instances where public assistance or development funds are used to acquire awnings, they should have business address only so that they can still be used when tenants change.

I. Marquee sign - a sign on a roof-like

projection over entrances. A movie marquee is an example. Since this type of sign is not common in the West Washington area and it has the same effect of blocking views as a projecting sign, it should not be permitted in this area.

J. Canopy sign - a sign on a roof-like projection over a door or window or on a fabric or roof-like sidewalk cover. Canopy signs should be used only on entertainment establishments.

K. Billboard - a sign supported from the ground, affixed to a wall or building roof for a series of alternating advertising. Since billboards have a very significant visual impact on the area in which they are placed and yet, serve no positive purpose for the surrounding area, it

is recommended that they be phased out of the West Washington area.

Properties that contain billboards should not be eligible for public assistance or development funds.

- L. Window sign - a sign placed in, behind, affixed to or painted on a window so that it can be seen from the public right-of-way. Included are neon signs, temporary sale signs, sign boards, and painted signs. Window signs are common in the West Washington area, and therefore they are recommended for future use.

Window signs may be used to identify the business, list major items sold or advertise sales or prices (sales and price signs should only be temporary).

- M. Miscellaneous signs
There are certain types of business

identification that do not fall into any of the above categories such as large balloons, either on the ground or in the air; portable signs; large statue-like figures; immobile vehicles with signs on the sides, etc. These types of signs are not permitted by the Sign Ordinance.

In general these types of signs simply add to the visual chaos of an area, and therefore are not recommended for the West Washington area.

S-II. Classification of Content:

- A. Advertising sign - a sign which directs attention to any business, product activity or service that is not the primary business, product, activity or service conducted on the premises upon which such sign is located.

- B. Business sign - a sign which directs attention to a business, building, product, activity or service manufactured, sold or offered on the premises where such sign is located. Business signs should not contain advertising such as the logo of a product that is not the primary product sold on the premises.

It is assumed that every business in the West Washington area may have at least one business sign.

- C. Incidental sign - a sign that designates accessory uses direction, identification, information or real estate for sale, rent or lease. It is assumed that businesses in the West Washington area will have need for incidental signs.

- A. Materials - In general signs should be constructed out of durable materials that are compatible with the surrounding area or the building on which they are placed.

1. Wooden sign - a sign constructed primarily of either wood or plywood. Wooden signs are fairly common in the West Washington area especially painted plywood. As long as they are well maintained, wooden signs are acceptable in this area.
2. Metal sign - a sign constructed primarily of metal, either painted or natural finish. It may be a continuous sheet or individual

S-III. Sign Construction:

letters. Metal signs are acceptable in the West Washington area.

3. Plastic sign - a sign constructed primarily of plastic, although it may be a plastic face in a metal box. It may be in the form of a continuous sheet or individual letters. Plastic signs are both common and acceptable in the West Washington area.
4. Neon sign - a sign made of glass tube filled with neon gas which glows when an electric current passes through it. They are usually placed inside store windows

although there are some examples on West Washington of exterior neon. Neon signs are acceptable in the area.

5. Electronic message sign - a sign made up of many individual light bulbs set in a grid and electronically controlled to change the message on the sign. This is not a common sign type in the West Washington area and therefore it is not recommended for use in the area.
6. Changeable copy sign - a sign board with lettering that can be manually changed to alter the sign message. These signs are

acceptable in the C-4 areas shown in the zoning plan.

7. Painted sign - a sign painted directly on the surface of a building. Even though this type of sign has been used in the West Washington area before, it should not be permitted in the area especially in situations where the surface to be painted has never been painted before. When tenants change it is easier to remove a separate sign than it is to remove paint from a building wall.

- B. Sign color - In general signs should have colors that are compatible with the immediate

environment in which they are placed.

Sign lettering should contrast with the background it is placed on so that it can be read, but it should not contrast so much that it dominates the surrounding environment.

The color of individual letter signs should complement the surface they are placed on. The dominate feature of any sign that has a background should be the lettering and not the background. Similarly, internally lit signs should generally have a dark background and light letters to feature the letters and not the background.

- C. Sign illumination - If it is necessary to illuminate a sign for use at night, it should be done in such a way that the means of lighting does not dominate

the sign.

1. External illumination - lit by shining lights on the sign. This can be accomplished in a number of ways:
concealed ground lights, valance lights, shaded spot lights, etc.
Bulbs in fixtures that are used for external illumination of signs should be concealed from public view.
In no case should bare bulbs be used to illuminate or draw attention to a sign.
2. Internal illumination - lit by fixtures inside the sign that shine through a translucent surface.

Both internal

and external illuminated signs are appropriate in the West Washington area. Neither type of illumination should be by flashing lights, though.

D. Sign letters -

1. Style - Style of lettering should be selected on the basis of legibility. Helvetica with a combination of upper and lower case letters is an example of an easy to read lettering style. The letters need to be simple and open.
2. Height - A typical maximum height for sign lettering in the West Washington area is fifteen

inches. This should be the maximum permitted in the area.

E. Sign location -

1. Pole sign - If a pole sign is used (see S.I.B. above), the bottom edge of the sign should be at least nine feet from the ground, the top edge no higher than twenty feet and all portions of the sign shall be behind the existing building setback lines from adjacent street rights-of-way.
2. Ground sign - Ground signs should also have all portions of their structure behind existing right-of-way lines.

3. Wall sign - Wall signs should be located on the strip of building front located between the top of the first level windows and the top of the facade on one story buildings, and between the top of the first and the bottom of the second level windows of a multi story building. They should be located only on the front of building facades with frontage on public streets. Wall signs should be applied so that they blend in with the details of the storefront and not cover decorative brick work, terra cotta features,

transom
windows, etc.

4. Window sign -
Opaque signs placed on windows should be out of the normal vision lines for people on the sidewalk, usually at the top of the window. Name of business signs that can generally be seen through (individual letters) can be at eye level.

5. Incidental sign - Since most incidental signs are smaller than advertising and business signs, and since they may serve a number of different functions, the location of these signs must be reviewed individually.

It should be said, though, that they should not impede the vision of motorists or be placed in the right-of-way.

F. Sign size -

It is recommended that the maximum amount of sign square footage for all signs on any one street frontage of a business is thirty six square feet. The maximum recommended size for each sign type in the West Washington area is shown below:

1. Pole sign -
Twenty four square feet per sign face.
2. Ground sign -
Eighteen square feet per sign face.
3. Wall sign -
Thirty six square feet per sign face.

4. Window sign -
Permanent signs
can be 25% of
first floor glass
area and
temporary signs
can be 15% of
first floor glass
area.

5. Incidental sign -
Twelve square
feet for
construction
signs and all
others four
square feet.

G. Number of signs -

The following
numbers of signs in
the pole, ground and
wall sign categories
should be permitted
in the West
Washington area.

1. Corner lots - any
of the following
combinations:
One pole sign and
one wall sign
One ground sign
and two wall
signs, or
two wall signs.
2. Interior lots
-One wall sign,
or One ground sign.

STREETSCAPE AND SITE DESIGN
COMPONENTS

The design of the streetscape
(e.g., benches, planters, sidewalk
surfaces, trash receptacles,
landscaping, etc.) and the layout
of commercial development sites
can have as significant an impact
on the surrounding environment as
the architecture of commercial
structures. Potential customers
need to feel comfortable with the
area they shop in. They need to
feel that it is safe and easy to
get around in. Customers need to
be able to leave their cars in a
convenient location and have a
safe and interesting walk to their
destination.

The reasons for developing
streetscape and site design
standards are to make sure that:

1. Automobile circulation is
safe and easy for the
motorist to understand.
2. Loading areas operate
efficiently and are as
much out of public view
as possible, and
3. The motorist/pedestrian
environment is
interesting and
attractive.

SD-I. Streetscape Components

Examples of streetscape

components are benches, trash cans, planters, kiosks, bus shelters, lights, landscaping, banners, flags, sidewalk surfaces, sidewalk restaurants, bollards, fountains, statues, monuments, bike racks, and telephone booths.

Street furniture should be used sparingly and only when there is an obvious need. It should be compatible with its surroundings. Street furniture (such as benches and planters) is sometimes of poor quality and improperly maintained after installation. Many times it is placed where it will never be used.

Materials used in street furniture should be as durable and vandal proof as possible and require a minimum of maintenance. Street furniture that is not maintained should be removed.

Street furniture should be placed and designed so that it does not significantly block pedestrian flow or views of buildings. In most

cases, this means near the curb where the sidewalk is already lost to light poles, parking meters, sign poles, etc. Where possible, street furniture should be grouped or combined to reduce the amount of pieces on the sidewalk.

Street furniture should not be placed so that it interferes with car doors, people entering stores from the street, fire access, etc.

- A. Benches - Benches should be made of durable materials and weigh enough or be fastened in place so that they cannot be easily moved out of place. They should be comfortable to sit on with a seat that is eighteen to twenty inches wide and eighteen to twenty inches off of the pavement. The seat should have at least a four inch overhang to provide space for heels. Two feet of leg space should be provided so that the legs of those seated will not block walkways.

There should be no advertising on benches.

- B. Trash receptacles - Trash receptacles should be of

simple design, made of durable materials and weigh enough or be fastened in place so that they can't be blown over by the wind. The opening on trash receptacles should be no higher than 3 feet. Open top receptacles are the easiest to use but are open to the elements and should contain weep holes. They expose trash to the public view and need to be emptied often.

Trash receptacle tops with open sides either with or without spring loaded doors are a little more difficult to use but hide the trash better. There should be no advertising on trash receptacles.

- C. Kiosks - In areas where there is a significant demand to post notices and there is enough room, kiosks provide a logical place to post them.

If used, kiosks should be durable and designed at a human scale. If they are open to the free use of the public (not covered with glass or plastic) no portion of the display space should be above an easily reachable height.

- D. Bus Shelters - In cases where significant numbers of pedestrians wait outside,

especially at bus stops, some type of waiting area should be provided. This could be anything from a simple seating area to a bus shelter. All waiting areas should be out of the pedestrian flow of the sidewalk.

If a bus shelter is used, it should be designed to blend into the surrounding area and be as unobtrusive and simple as possible. Bus shelters should be as comfortable as possible but not be designed in such a way that they attract vagrants.

Bus shelters should be as durable and maintenance free as possible.

- E. Pedestrian lighting - The purposes of pedestrian scale lighting are to illuminate pedestrian ways, provide security, and to enhance the identity of distinctive areas.

Fixtures selected for a specific site or area should be decorative but at the same time have some relationship to the history or physical features in the area. They should be functional and provide good rendition of color at night.

Typical mounting height of

pedestrian fixtures is ten to fifteen feet. Light fixtures should be spaced apart in such a manner that the minimum average maintained horizontal footcandles does not fall below .9 footcandle.

- F. Landscaping - Plants can be used not only to add beauty and interest to otherwise hard surface commercial areas but they can also help to clean the air of pollution and buffer undesirable views, noises, winter winds and harsh sunlight.

1. Street trees - Trees should be selected on the basis of their durability, height, form, color and amount of maintenance required.

Street trees should be medium or large trees with a single straight trunk to eight feet. They should be planted in the ground and not in containers.

Trees planted in urban environments should be a minimum of three inch caliper at time of planting.

Shrubs should be selected on the basis of their

durability, height, form, color and amount of maintenance required.

Shrubs used for screening should have dense growth and be at least thirty-six inches high at time of planting.

For more information on the types of trees, shrubs, hedges, and ground covers to use in Indianapolis with information about how to plant and maintain them, see the Division of Planning booklet, Trees and Design on the Indianapolis Landscape.

2. Tree guards - If tree guards are used on public sidewalks of fifteen feet or less, they should not have an outside diameter greater than one foot six inches. The wide horizontal tree guards either obstruct car doors or the sidewalk. Flat tree grates that can be walked on are a better way of protecting the base of trees.
3. Planters - In-ground planters are preferred

over pots, planter boxes or raised planters. Plants usually survive better if they are not exposed to wind and cold as they are in pots, planter boxes or raised planters. In-ground plantings are more natural and more easily removed if not wanted anymore. A planter box full of dirt is difficult to remove.

Planter boxes should be used year round with seasonal flowers. If possible, evergreens should be placed in them for the winter months.

- G. Banners - Banners are pieces of fabric that bear emblems, mottos, slogans, etc. Banners placed on building fronts should fit in with the architecture of the building they are placed on. They should not dominate the building facade. Banners on building facades should only be temporary in nature and not installed for long term use.

Banners placed in the right-of-way should not be placed so that they block significant views along the sidewalk. They should be placed on banner poles that are

compatible with other street furniture in the area.

Banners on banner poles can be more permanent in nature. They should be designed so that they last for the period that they are displayed. Damaged or dirty banners should be removed.

Banners should be of simple design and text should be held to a minimum. Banners in the right-of-way should not be used as advertising signs.

- H. Flags - Flags are pieces of cloth that contain symbols or patterns used as national, state or local organizations. They are affixed to a flag staff attached to the building facade or a vertical flag pole. Flags should not be mounted as banners on building facades or horizontally project into the right-of-way where they will block significant views.

Flags should not be used as signs.

- I. Sidewalk surfaces - Sidewalks should be made of concrete, stone or brick. Patterns of contrasting materials can be created to provide interest and help to delineate paths, activity areas and crosswalks.

Sidewalk surface materials should be integrated into the overall design concept for an area and be compatible with the street furnishings selected for an area. In no case should the sidewalk surface be so busy that it dominates the image of an area.

Unit masonry should be laid on a smooth and rigid base, so that a level walking surface is provided. Extremely rough walking surfaces, such as cobblestones, should not be used.

- J. Sidewalk restaurants - All sidewalk restaurants within the public right-of-way should conform to the provisions of the Sidewalk Restaurant Ordinance which requires that they occur on sidewalks wider than twelve feet. They should be no wider than eight feet and must be located next to retail business property. No portion of the restaurant fixtures should be permanently fixed to the sidewalk. Sidewalk restaurants should not be located in areas where there is a large amount of pedestrian traffic, if the restaurant will block this flow.

- K. Automobile barriers -

Automobile barriers should be placed at the outer limits of roadways and parking areas. Concrete or asphalt curbing is a typical barrier. Railroad ties, utility poles laid down, concrete wheel guards, and wood timbers should not be used as curbs.

In areas where a curb is not desirable, some form of separation of vehicles and pedestrians should be provided. Options are bollards, low walls or post and chain.

Bollards are vertical posts approximately twenty to thirty inches in height. They should be made of metal or concrete and should be spaced no greater than five feet apart and no closer than three feet. Concrete bollards should have a scale and design that is compatible with other street furnishings in the area where they are placed. If pipe bollards are used, they should be at least four inches in diameter and they should be capped and painted.

If low walls are used, they should be compatible in materials and design with the adjacent buildings and be no higher than forty two inches.

If post and chain is used, they should be metal and not plastic. Posts should be no higher than thirty inches. Both the posts and chains should be painted to prevent rusting.

Guard rails should not be used as vehicle barriers in areas visible to the public.

- L. Bicycle racks - If bicycle parking is provided, it should be convenient enough to cyclist destinations that it will be used, and yet the parking area should be out of the way of major pedestrian movement. Bicycle parking should be in an area that has constant surveillance to help prevent bicycle theft. Spacing of parking stalls should be at least two feet to allow for easy circulation in and out. Racks that allow for locking both the wheels and the frame are most desirable.

- M. Telephone booths - Exterior pay telephones should be the stand up pedestal type or they should be on the side wall of a building. Telephone booths should not be used because of the space they take from the sidewalk. Telephones should not be oriented so that they attract use by motorists from their cars. This type of

orientation compounds traffic circulation problems.

- N. Vending machines - Vending machines, other than newspaper vending machines, limited to four feet tall by one foot six inches deep by two feet wide, should not be placed in the public right-of-way. No vending machine should be placed in front of store windows.

- O. Fountains, statues and monuments - While there are now few fountains, statues and monuments in the West Washington area, it may become desirable to place such an item in the area. In general, these items should be durable, out of the path of pedestrian flow and designed to fit the site they are to occupy.

SD-2. Components of site design - Components of site design are parking, landscaping, fences and walls, earth work and loading areas. Development sites should be laid out so that vehicle and pedestrian circulation is both safe and logical.

- A. Parking - In an area such as West Washington that depends heavily on customers arriving in automobiles, parking is very important. It should not intrude on pedestrian

environments, and yet it should be easy for the motorist to find.

1. Parking layout - Parking entrances, exits, aisles, bays and traffic circulation should be designed and constructed according to the specifications in Architectural Graphic Standards, Seventh Edition, Ramsey and Sleeper, John Wiley and Sons, Inc., New York, N.Y., except that parking spaces should be provided as set forth below.
2. Standard size car parking
Parking spaces for standard sized cars should be not less than nine feet in width and eighteen feet in length; provided, however, that the total usable parking space shall be, in no instance, less than one hundred eighty square feet in total area.
3. Small car parking -
Public parking lots can be laid out with up to 25% small car spaces which are seven and a half feet by fifteen and laid out according to Architectural Graphic

Standards.

These spaces should be appropriately marked as small car parking.

4. Screening - Parking lots should be screened on all sides where they do not abut buildings. This may be either an architectural screen or plant material screen.
 - a. Architectural screen
Fences or walls should be of "wrought iron" (steel, aluminum or iron), brick, stone or materials which are compatible with surrounding buildings. Such a wall shall be at least thirty-six inches in height to restrict any view through it. If a "wrought iron" type fence is used it should either be landscaped in front or sit on a thirty-six inch wall to facilitate screening.
 - b. A Plant material screen - A compact hedge of evergreen

or deciduous shrubs, at least thirty six inches in height at the time of planting. Screening should be provided in a strip at least six feet wide. Trees should be included in the strip with spacing depending on species. They should be at least three inches caliper at time of planting. The ground area between such wall, fence or hedge and the front lot line should be planted and maintained in grass, other suitable ground cover, or shrubbery. All shrubs and trees should be planted balled and burlapped.

5. Parking access - Public parking lots in commercial areas should not use alleys for access that have established residential uses or residential zoning abutting them.

Parking lots should have

direct access to a street in such a manner as to minimize interference with traffic movement and should be so designed and located that vehicles should not back from or into a public right-of-way.

6. Parking surface - The ground surface of every parking lot in a commercial area should be paved with brick, concrete, asphaltic pavement or a similar paving that is durable and dust free. The hard surface should have a definite edge to it; metal edging, curbs, sidewalks, walls, planters, etc.
7. Parking space markings - Parking spaces should be marked by surface paint or change in materials.
8. Parking illumination - Lighting should be provided in parking lots that are used at night. The lighting equipment should be located, shielded and directed so that the lighting distribution is confined to the area to be lighted.

Lighting levels for outdoor parking areas should be 2.0 foot-candles. Lightpoles should be at least twenty feet high but not more than fifty feet high.

9. Wheel stops - Where a parking lot abuts a public sidewalk or a landscape strip, wheel stops or curbing should be placed two to three feet from the sidewalk to avoid bumper overhangs into the walk or landscape strip.

10. Handicapped parking -

Retail stores that attract a large segment of the general public (supermarkets, ice cream parlors, bakeries, drugstores, etc.) and offices that similarly attract the public (banks, public offices, office buildings containing several offices, etc.) should provide parking for the handicapped.

Parking for the handicapped (12'-6" wide) should be provided in public parking lots in the following ratios:

<u>Total Parking in Lot</u>	<u>Minimum Number of Accessible Spaces</u>
1 - 25	1
26 - 50	2
51 - 75	3
76 - 100	4
101 - 150	5
151 - 200	6
201 - 300	7
301 - 400	8
401 - 500	9
501 - 1000	2% of Total
Over 1000	20% Plus 1 for each 100 over 1000

B. Front yards - Front yards, where space is available and landscaped front yards are typical, should be landscaped in an open pattern, in grass and shrubbery, trees and/or hedge to provide a partial screening of the commercial use. an ornamental, decorative fence or masonry wall, may be used in conjunction with the landscaping.

C. Fences and walls - Fences or walls in the West Washington Street area should be of the types described in SD-2, A, 4.

Except as a temporary use during construction, chain link should be used only sparingly in the West Washington Street area. When used it should not (a) be permitted on sites that contain no structure, (b) be located in yards abutting public streets or on the front property line, (c) be visible from surrounding public streets, (d) be adjacent to, or within 200 feet of residential units, and (e) be any finish other than vinyl clad or painted.

Barbed, concertina, or razor ribbon wire topped fences are not appropriate in commercial areas except for certain industrial sites and in rare

instances, certain commercial sites where it is out of the public view.

D. Earth berms - Berms may be used in conjunction with landscaping to separate conflicting uses as well as buffer noisy or unattractive areas. They are earthen barriers with sloping sides located between areas of approximately the same elevation. They should be landscaped sufficiently to deter erosion and yet they should allow natural surveillance beyond.

E. Loading and service drives - Off street loading should be provided for commercial uses in the West Washington Street area in accordance with the Commercial Zoning Ordinance which is generally summarized below.

1. Minimum area - Each off-street loading space should be at least twelve feet in width by at least fifty-five feet in length, exclusive of aisle and maneuvering space, and should have a vertical clearance of at least fifteen feet.

2. Location and setback -

All required loading spaces should be located on the same lot as the use served, and should be so designed and located that trucks should not back from or into a public street.

No open loading space should be located in a minimum required front, side or rear yard.

3. Screening - Any loading space on a lot abutting a residential district or separated by an alley from a residential district should be enclosed within a building or screened and landscaped.
4. Surface of loading area - All open off-street loading areas should be paved with concrete or asphalt pavement to adequately provide a durable and dust free surface free of weeds.

APPENDIX A

WEST WASHINGTON ST. CORRIDOR STUDY CENSUS DATA

This data is a compilation of the following census tracts for 1960 and 1970: 3413, 3414, 3415, 3416, 3426, 3427, 3538, 3564, and 3565. Census tracts were redefined in 1980, eliminating 3413, 3427 & 3565.

	1960	% total	1970	% total	% change	1980	% total	% change
TOTAL POPULATION	26546		22553		-15.0%	16838		-25.3%
White Population	23796	89.6%	18428	81.7%	-22.6%	12969	77.0%	-29.6%
Black Population	2733	10.3%	4092	18.1%	49.7%	3729	22.1%	-8.9%
Other Population	17	0.1%	33	0.1%	94.1%	140	0.8%	324.2%
Male Population	12767	48.1%	10641	47.2%	-16.7%	8112	48.2%	-23.8%
Female Population	13779	51.9%	11912	52.8%	-13.5%	8726	51.8%	-26.7%
Under five yrs. old	2993	11.3%	2000	8.9%	-33.2%	1554	9.2%	-22.3%
Between 5-19 yrs.	6560	24.7%	6602	29.3%	0.6%	4634	27.5%	-29.8%
Between 20-59 yrs.	12813	48.3%	10076	44.7%	-21.4%	7894	46.9%	-21.7%
Between 60-64 yrs.	1312	4.9%	1151	5.1%	-12.3%	754	4.5%	-34.5%
65 yrs. and over	2870	10.8%	2724	12.1%	-5.1%	2002	11.9%	-26.5%
Single Males	2218	8.4%	2299	10.2%	3.7%	1907	11.3%	-17.1%
Married Males	6066	22.9%	4422	19.6%	-27.1%	2844	16.9%	-35.7%
Divorced Males	429	1.6%	554	2.5%	29.1%	712	4.2%	28.5%
Single Females	1775	6.7%	1885	8.4%	6.2%	1498	8.9%	-20.5%
Married Females	6355	23.9%	4780	21.2%	-24.8%	2853	16.9%	-40.3%
Divorced Females	621	2.3%	827	3.7%	33.2%	886	5.3%	7.1%
HOUSING UNITS	7317		6598		-9.8%	5653		-14.3%
Owner Occupied	4374	59.8%	3645	55.2%	-16.7%	3192	56.5%	-12.4%
Renter Occupied	2943	40.2%	2953	44.8%	0.3%	2461	43.5%	-16.7%
HOUSEHOLDS								
Total Households	7317		6598		-9.8%	5650		-14.4%
Persons/Household	3.63		3.42		-5.8%	2.98		-12.9%
INCOME								
Median Family Inc.	6228.875		8801.125		41.3%	10033.5		14.0%
EDUCATION								
0-11 Years	11776		9263		-21.3%	6015		-35.1%
High School Grad.	2654		2604		-1.9%	2478		-4.8%
1 + yrs of College	820		515		-37.2%	572		11.1%

APPENDIX B

Chart I

West Washington Street Corridor Study Historical Occupancy

	Commercial			Industrial	Residential			Overall
	Service	Retail	Auto		Single	2-Family	3+	
1945								
East	29	22	10	10	58	6	7	71
West	20	8	11	0	31	1	0	32
Overall	39	30	21	10	89	7	7	103
1951								
East	41	21	9	9	58	7	6	71
West	11	10	16	2	25	4	0	29
Overall	52	31	25	11	83	11	6	100
1955								
East	44	21	13	8	57	8	6	71
West	11	8	18	2	21	3	0	24
Overall	55	29	31	10	78	11	6	95
1960								
East	42	25	10	8	47	9	8	64
West	14	10	18	3	23	0	0	23
Overall	56	35	28	11	70	9	8	87

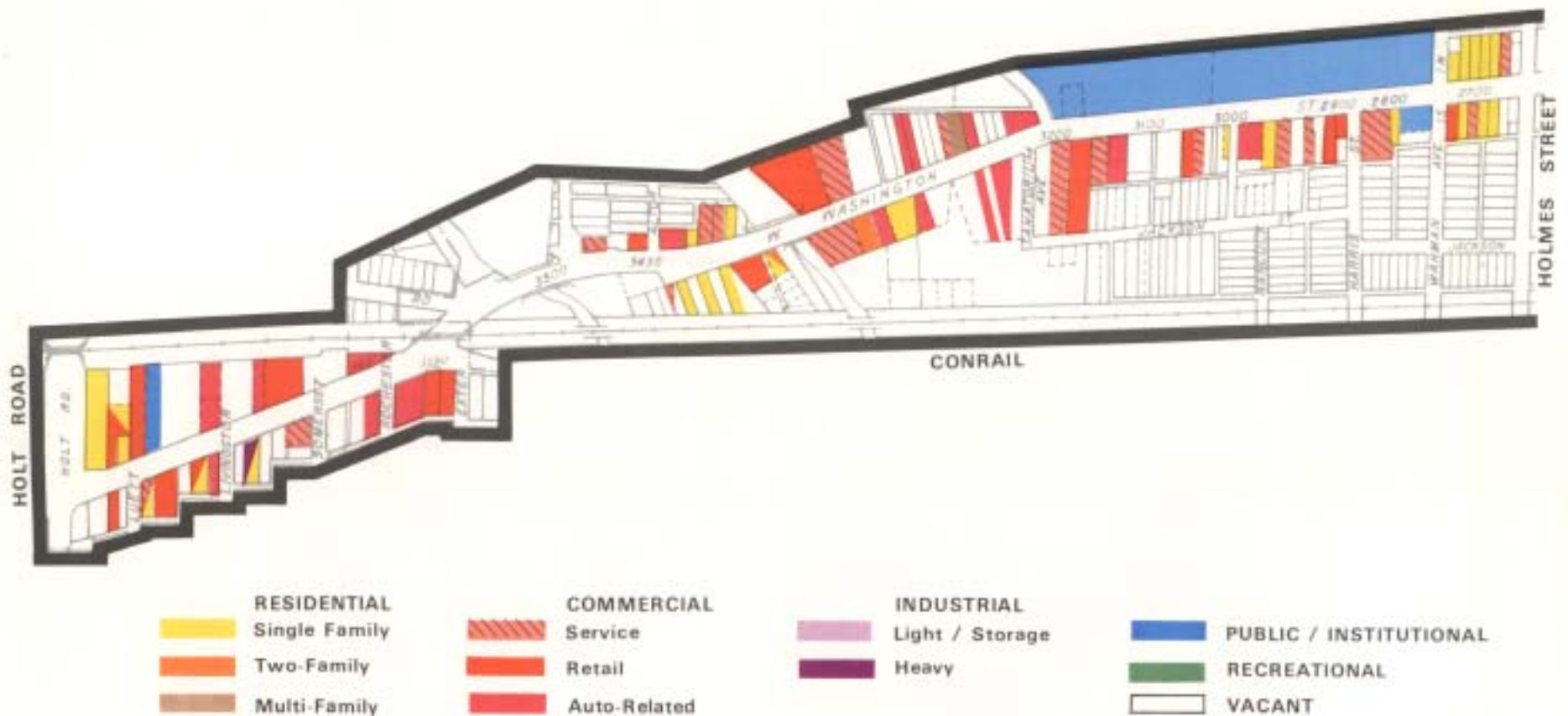
Chart I

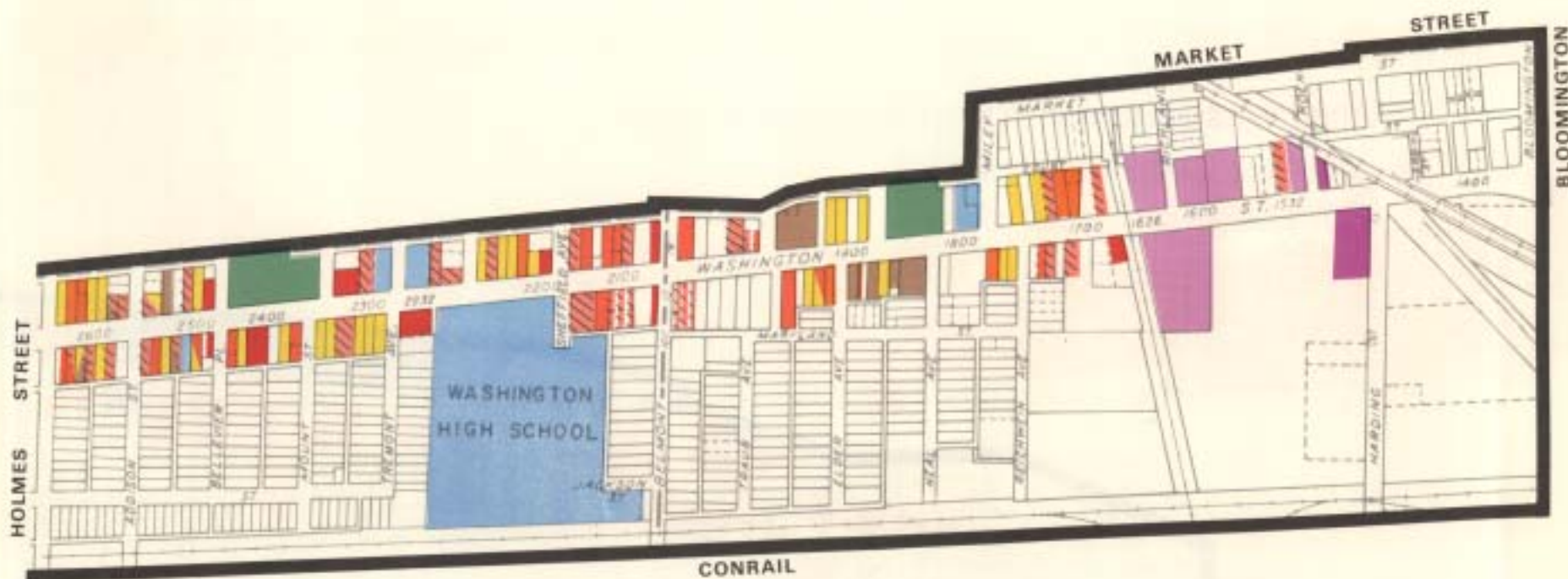
West Washington Street Corridor Study Historical Occupancy

	Commercial			Industrial	Residential			Overall
	Service	Retail	Auto		Single	2-Family	3+	
1965								
East	40	21	11	9	55	8	9	72
West	15	10	14	0	20	3	0	23
Overall	55	31	25	9	75	11	9	95
1970								
East	36	19	11	7	36	8	9	53
West	8	10	15	3	14	1	1	16
Overall	44	29	26	10	50	9	10	69
1975								
East	35	17	9	7	38	9	7	54
West	9	4	17	1	9	2	0	11
Overall	44	21	26	8	47	11	7	65
1980								
East	28	19	8	5	30	8	8	46
West	12	7	17	1	10	0	0	10
Overall	40	26	25	6	40	8	8	56
1985								
East	32	13	6	9	30	8	5	43
West	7	12	20	0	9	0	0	9
Overall	39	25	26	9	39	8	5	52

East = East of North Tibbs/Sanitarium Avenue
West = West of North Tibbs/Sanitarium Avenue

WEST WASHINGTON STREET CORRIDOR PLAN HISTORIC LAND USE / 1970



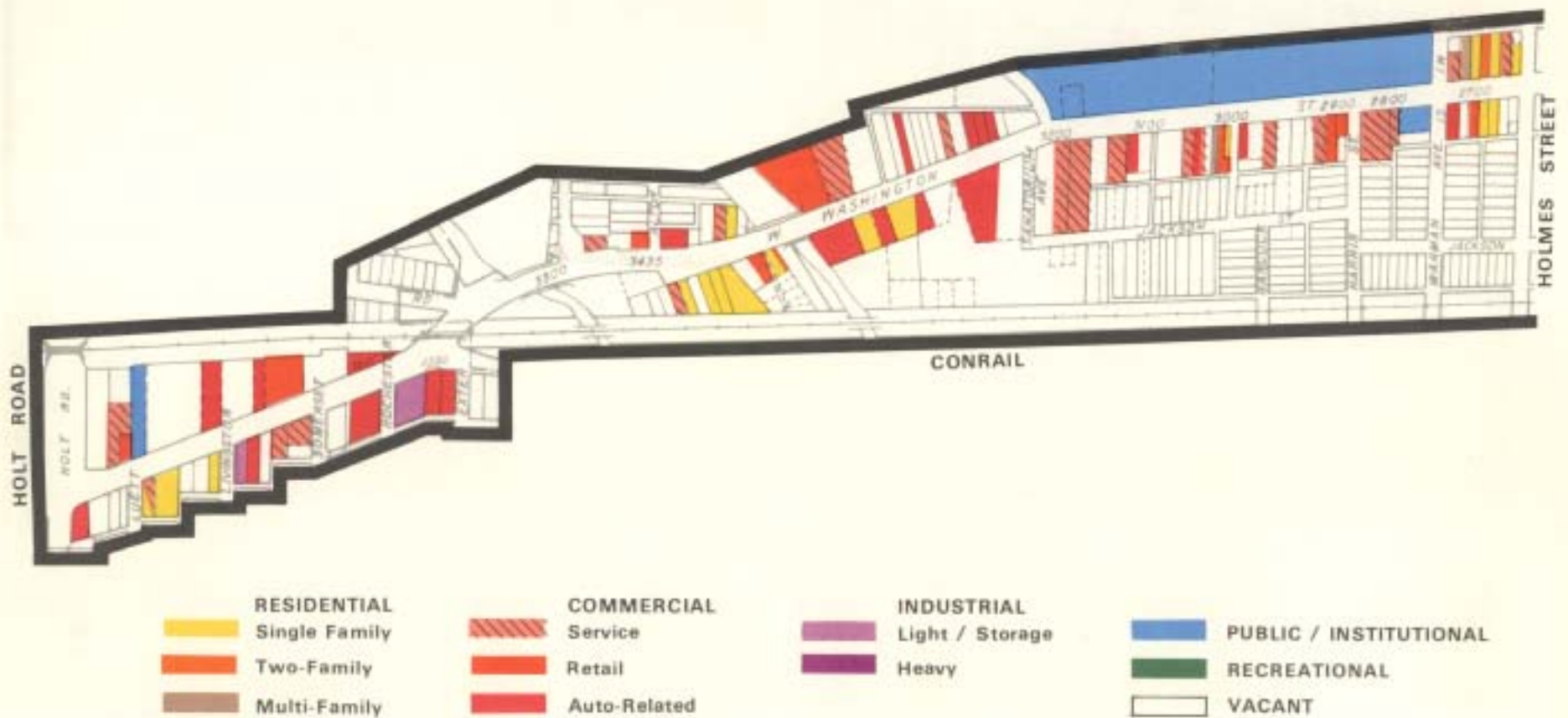


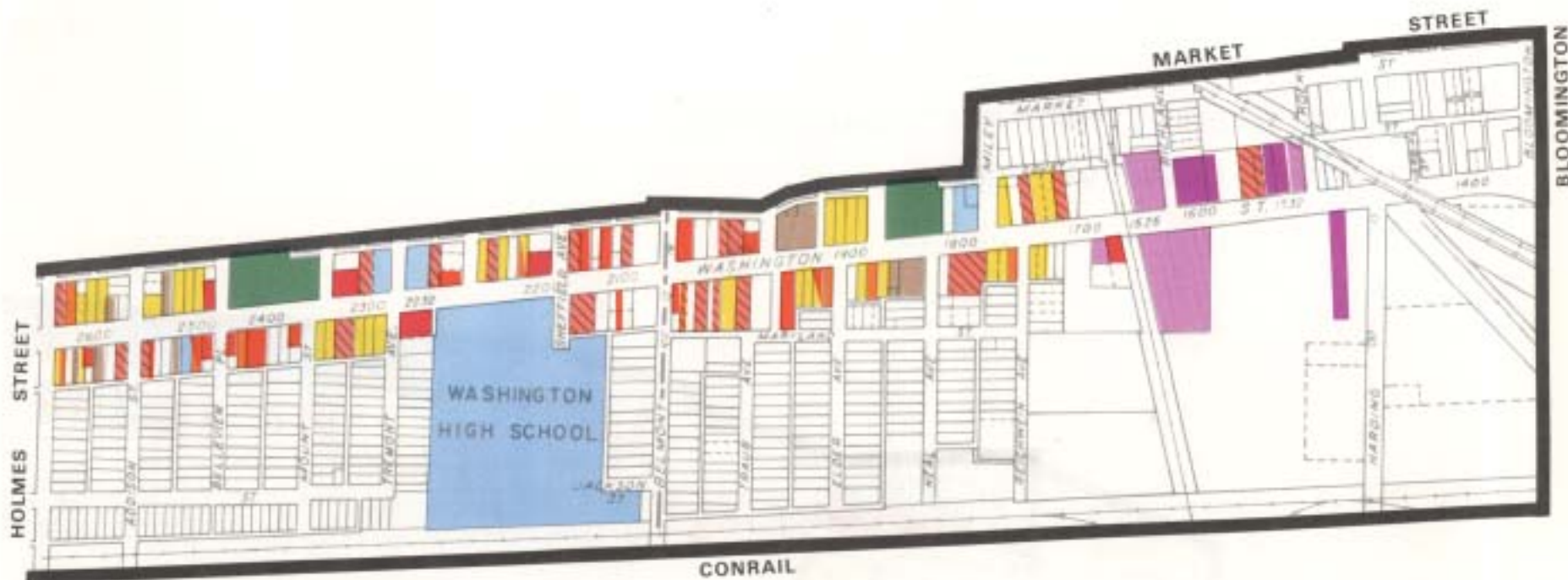
October, 1985

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Indianapolis-Marion County, Indiana

WEST WASHINGTON STREET CORRIDOR PLAN HISTORIC LAND USE / 1975



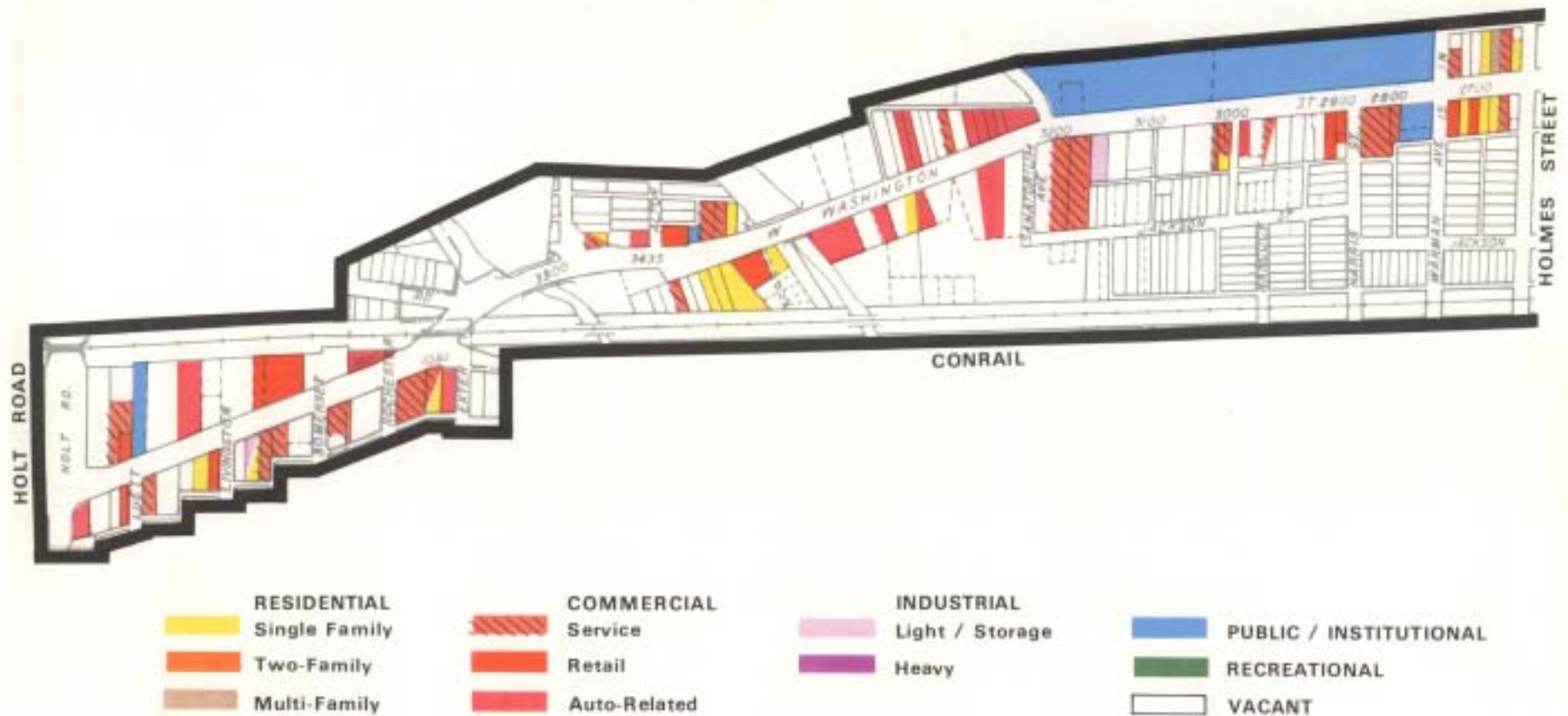


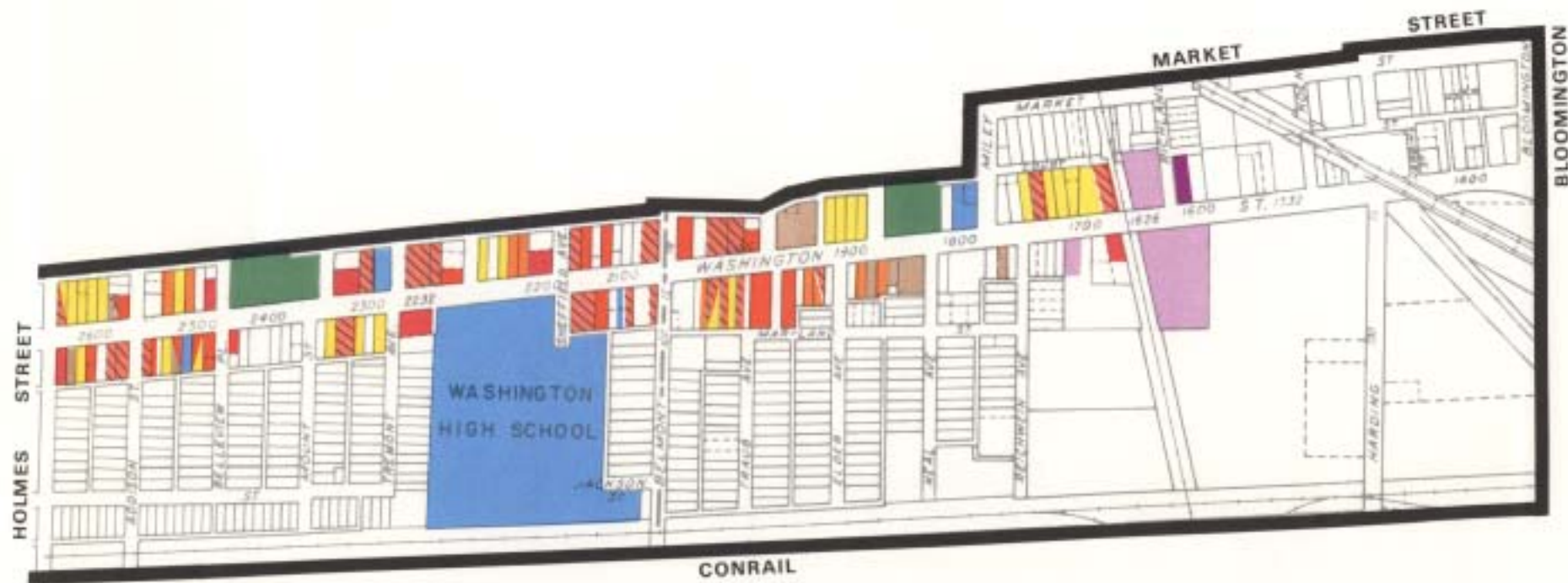
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WEST WASHINGTON STREET CORRIDOR PLAN HISTORIC LAND USE / 1980





October, 1985

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Indianapolis-Marion County, Indiana

APPENDIX C

West Washington St. Physical Survey

I. Use Classification

1. Retail - Convenience Goods
2. Retail - Shoppers' Goods
3. Professional Services
4. Commercial Business Services
5. Public/Institutional
6. Manufacturing/Storage
7. Auto Stations and Repair
8. Residential
9. Parking Lot
10. Vacant Lot
11. Adult Entertainment
12. Recreation
13. Vacant Building

II. Types of Structures

1. Residential Converted to Commercial
2. Commercial
3. Industrial
4. Residential
5. Institutional/Public
6. Open

III. Building Condition

1. Sound
2. Minor Deterioration
3. Major Deterioration
4. Dilapidated

SOUTH SIDE OF WASHINGTON STREET FROM HARDING STREET TO HOLT ROAD

Address	Current Occupant	Owner	Use Classif.	Type of Structure	Sq. Ft.	Bldg./Lot Condition	Zoning
1511	Metro. Storage & Maintenance	Indpls. Public Trans. Corp. 1000 W. Wash.	6	3	200,000	1	I-4U Regional Center
1621	Carter-Lee Lumber Co.	Wilbur & Larry Carter, Patricia Ruckleshaus, 1621 W. Wash.	6	3	327,500. Total	1	I-4U Regional Center
1705, 1717	Crown Screw & Bolt Co.	Wm. Adams, Thom. Simms, Joseph Stephens, 1717 W. Wash.	6	3	39,000	1	I-4U
1717-1/2	P.H. Drew (leasing space behind Crown Screw & Bolt)						
1721	Parking Lot	Arthur&Charlene Sacks, 7655 N. Penn.	9	6		2	I-4U
1725	Lot	Same as above	10	6		2	I-4U
1729	Riverpark Post	Same as above	2	1	2100	3	I-4U
1733	Frame House/ 2 story	Harvey Norton Realty, c/o Harvey Sacks 7655 N. Penn	8	4	3800	2	D-5

Address	Current Occupant	Owner	Use Classif.	Type of Structure	Sq. Ft.	Bldg./Lot Condition	Zoning
1739	Vacant Lot	Berton Eugene Hoover, 1739 W. Wash.	10	6		2	D-5
1743	Vacant Lot-- fenced in w/ A-1 Car Care	M & L Brody 10222 N. 1075 E. Brownsburg, IN 4 46912	10	6		2	D-5
1749	Vacant lot Fenced in w/ A-1 Car Care	Sherry Southard 10222 N. 1075 E. Brownsburg, IN	10	6			D-5
1811	A-1 Car Care Center/Vacant	Jos. N. Caresky 206 Arden Dr. 46220	13	2	3600	2	D-5
1821-29	House/boarded fire damage	Henry Szezyrba 4647A Nikki Dr. 46227	8	4	3000	4	D-5
1833	Vacant Lot	Herman J. Koers, Jr. & Terrence Hannon, 225 S. 17th St., Beech Grove 46107	10	6		2	D-5
1835	House-4 apts. 2 story insul. brick, gravel parking behind	Walter Taylor- Tom Hall 1835 W. Wash.	8	4	3600	2	D-5
1839	House-3 apts. 2-1/2 story insul. brick, gravel behind	Billy & Margaret Davidson 241 N. Tremont	8	4	3000	2	D-5

<u>Address</u>	<u>Current Occupant</u>	<u>Owner</u>	<u>Use Classif.</u>	<u>Type of Structure</u>	<u>Sq. Ft.</u>	<u>Bldg./Lot Condition</u>	<u>Zoning</u>
1841-43	House/2-1/2 story frame	Dorothy M. Nichols, 1841 West Wash.	8	4	3000	2	D-5
1847	2-1/2 story House/Insul. brick. Junk on back porch(minor)	Glen O. Cram, 1847 W. Wash.	8	4	4200	2	D-5
1907-13	Lot & Eden's Washer Building Vacant	Carol Stillabower 10/13 Turner, 434 Vermont Ct. 46234		6-2	2400	2	D-5
1921	Brents Drugs John Christy	Geo. & Ida Avery 1 Harvey & Arlene Miller, 1921 W. Wash.		2	5200	1	D-5
2001	Former VP Vacant Bldg.	Ann, Katherine & Frank Fishbeck 1/10 Diane Madden, 5430 W. Morris		2	2400	1	C-4
2015	Wife Saver Laundromat	Robert Barr 2015 W. Wash.	1	2	2100	2	C-4
2019-21	Main St. Pub John Winings	Tim&Joe Aranja 2021 W. Wash.	1	2	3500	2	C-4
2029-29 1/2	Princess Tavern Belmont Theatre	Frank & Marie Fleser 2029 1/2 W. Wash.	1 13	2	5000 16000	2 3	C-4

<u>Address</u>	<u>Current Occupant</u>	<u>Owner</u>	<u>Use Classif.</u>	<u>Type of Structure</u>	<u>Sq. Ft.</u>	<u>Bldg./Lot Condition</u>	<u>Zoning</u>
3424 3426	Apts.	Joseph Galbo 7206 Greenspring 46224	8	4	6000	2	C-5
3428	Barbi's Adult Relaxation Ctr.	Same as above	11	2	1350	1	C-5
3432	AJ's Package Liq.	Roboson, Inc.	1	2	2100	2	C-5
3444	House/1-story brick, MD sign in window	Pam Wright & Walter McMannis, VII and VIII	8	4	2400	1	C-5
3500	Eagle Creek Office Park						D-5
3544	Chuck Allen Auto Repair	Char. & Noma Allen 102 Beechwood Ln. 46227	1	2	900	2	C-5
3560		Robert Senson 5935 Ralston 46220					
3602	National Ice	National Ice & Coal	4/9	2	13500	2	C-5
3636- 3709	Housing Center City	HouseMart, Inc. c/o Warcel Mfg. Homes, L11-3 9880 W. 10th St.	2/9	2	1500	1	C-7

Address	Current Occupant	Owner	Use Classif.	Type of Structure	Sq. Ft.	Bldg./Lot Condition	Zoning
2035	National Barber College,	Ntl. Barber Col 2035 W. Wash.	3	2	4200	4 being rehabed.	C-4
2101-11 (H)	Former bar fire damage	Southern Realty c/o Sidney Eskenazi 2200 N. Meridian	13	2	9000	4	C-4
2113	S&W Guns	Ajamie Realty	1	2	1400	2	C-4
2115	Bapt. Holiness	2113-23 W. Wash.	5		1400	2	
2117-19	Vacant		13		2800	2	
2121	Power of Pentecost		5		1400	2	
2123	Bull Winkles Stor.		6		1400	2	
2125	Bull Winkles Furn.	Ajamie realty	2	2	6000	1	C-4
2135	Blake's DQ	Lowes Ltd. 3130 Ind. Sq. 46204	1	2	1800	1	C-4
2215 (H)	Wash. High Sch.		5	5		1	SU2
2245-49	Doan's Marathon	Marathon Petro. Co., 539 S. Main Findley, OH 45840	7	2	1500	1	C-4
2301	House, 2 1/2 story frame	R & S Lynch 2301 W. Wash.	8	4	3200	1	C-4
2311	Fitzpatrick's Flowers&Gifts	Michael & Sandra Fitzpatrick 2311 W. Wash.	1	1	2500	1	C-4

Address	Current Occupant	Owner	Use Classif.	Type of Structure	Sq. Ft.	Bldg./Lot Condition	Zoning
2313-15	Usher Funeral Home	N.U. Corp. 2313-15 W. Wash.	3	2	10,000	1	C-4
2325	House/2 1/2 Story Frame	Michael&Patricia Rusie	8	4	3000 38X140	1	C-4
2401	Bonsett Press	Clara M. Maloney 1712 Allison Ave. 46224	4	2	2200	1	C-4
2407	Vacant Lot	Gillespie Florist 5602 W. Wash.	10		40X140		C-4
2409-17	Vacant Lot	Tomlinson's Wrhs. 21 S. Warman					
2419	Vacant Lot	Harold Tomlinson 21 S. Warman	10				C-4
2501-S	Bldg.Storage(?)	Eva Kathryn Thomas 484 S. Somerset	13	2	2000	2	C-4
2507	Dave's Short Stop	John Lane	1	2	2400	2	C-4
2515	Evergreen Masonic Lodge	Evergreen Masonic Lodge 2515 W. Wash.	5	5	16000	1	C-4
2521	Vacant	Stephen J. A Jamie 1235 N. Tecumseh	1	2	800	2	C-4
2523	Cindy's Rings & Things		1	2	800		

<u>Address</u>	<u>Current Occupant</u>	<u>Owner</u>	<u>Use Classif.</u>	<u>Type of Structure</u>	<u>Sq. Ft.</u>	<u>Bldg./Lot Condition</u>	<u>Zoning</u>
*2703-05	50 Yard Line	Land Contract to DAB Corp.	1	2	5100	1	C-4
2709	House/2-1/2 story frame, block porch	Clifford & Leah Meadows 2709 W. Wash.	8	4	2000	2 Retaining wall needs work.	C-4
2715	House/2-1/2 story frame, block porch, 3 mailboxes	Milton & Helen Goldstein 2715 W. Wash.	8	4	2500	2 Needs paint	C-4
2719	Budget Floor Cov.	Budget Floor Covering	2	2	4000	1 Excess signage.	C-4
2723 2725	House 2-story clapboard shing. 3-5-4	Wm. E. Shank 5445 N. 1000 E Brownsburg, IN 46112	8	4	3000	2	C-4
2743	Mark's Electric	Bill Shank	1/10	2	4000	1	C-4
2801 (H)	Wash. Street Methodist	W. Wash. St. United Methodist	5	5	5400	1	C-4

<u>Address</u>	<u>Current Occupant</u>	<u>Owner</u>	<u>Use Classif.</u>	<u>Type of Structure</u>	<u>Sq. Ft.</u>	<u>Bldg./Lot Condition</u>	<u>Zoning</u>
2527	House/1-1/2 story	David Frame,	8	9	1900	2	c-4
2533	Electrotech	Electrotech	1	2	2700	2	c-4
2537-2541	Huddleston's Rest.	Huddleston's Rest.	1	2	4900	1	c-4
2607	Robt. Stewart, CPA Jos. Leone, Atty.	Robt. & Kathryn Stewart 2607 W. Wash.	3	1	1800	1	c-4
2611	Alliance Ins. Agency	Wm. Hendrickson 2611 W. Wash.	3	1	1800	1	c-4
2613 2615	Bennie's Bakery Mi-La-Di Beauty Salon	John & Betty Dossett 2613 W. Wash.	1	2	2400	1	c-4
2619-21 2623 2625	Apt. Building Apt. Building Cram's Furniture	Sherrie Southard 10222 N. 1075 E. Brownsburg	8/1 2	2 2	7200 400 1500	2 2	c-4 c-4 c-4
2627	House	Michael & Joyce Dugan 2627 W. Washington	8	4	2000	3	c-4

Address	Current Occupant	Owner	Use Classif.	Type of Structure	Sq. Ft.	Bldg./Lot Condition	Zoning
2817 (H)	INB	Ind. Properties One Ind. Square	4	2	2000	1	C-4
2901	Jordan's Cabinets	Thom. & Gleeda McConahay 2655 Marina Dr. 46240	2	2	2000	1	C-4
2905-07	Ward's Dry Goods Vacant	Laurel & Julia Ward	1/10	2		2	C-4
2911-21	Safeway Bldg. Services	H.L.K. Real Est. (Safeway)	4	2	10,600	1	C-4
2927	Geo. Carrico DDS	Geo. L. Carrico 6195 Gregory Dr.	3	1	2100	1	C-4
2933 (H)	House 1 Story Frame	Olan R. Collier c/o Sam Ping 8835 W. Tenth St.	8	4	2100	2	C-4
2943-45	Globe Auto	Globe Auto	2	2	1000 62x184	2	C-4

<u>Address</u>	<u>Current Occupant</u>	<u>Owner</u>	<u>Use Classif.</u>	<u>Type of Structure</u>	<u>Sq. Ft.</u>	<u>Bldg./Lot Condition</u>	<u>Zoning</u>
	House, 2-story frame,		8	4	4800	2	C-4
3001 (H)	Frank's Garage	Frank & Grace Mattox	7	2	10300	2	C-4
3005-3123 3019	Vacant Lot Richard & Regina Myers 2502 Donald Ave.		10	6		3	C-4
3021	Wm. & Jacqueline Mason, 1500 Stafford Road, Plainfield						
3101	Same as above						
3103	Same as above						
3105	Same as above						
3117	Pearl, Inc., 3117 W. Wash.						
3121	Same as above						
3123	Bldg. storage(?)	Wm. & J. Mason Plainfield, IN	13	2	1400	3	C-4
3125	Bldg. storage(?)	Justin & Eva Urbanic	13	2	1200	3	C-4
3127	Hardee's	Burger Chef #391 Box 927, 46206 Ground owned by Earl Stamatiah	1	2	4000	1	C-4
3219	Family Car Ctr.	James & Lucy Campbell	7	2	7500 103x324	1	C-5

Address	Current Occupant	Owner	Use Classif.	Type of Structure	Sq. Ft.	Bldg./Lot Condition	Zoning
1712	Inkoff Tavern	Tom & Amelia Inkoff 1712 W. Wash.	1	1	1800	1	D-5
1720-22	Duplex/2-story	George Inkoff 1712 W. Wash.	8	4	4200		D-5
1728	House SF 1-story	James, Robt. & William Heckman	8	4	1500		D-5
1732-36	United Neigh. of Carpenters vacant	John Jackman	4/13	2	2400	1	D-5
1738	House/1-story	Florence Barry	8	4	2000		D-5
1744-50	Lot-gravel	John & Mildred Jackman 1732 W. Wash.	9	6		1	D-5
1800	W. Wash. Presby- terian Church	Trustees, WW Pres. Church 327 N. Miley	5	5	4850	1	D-5
	Indianola Park	City of Indpls.	5	10			PK1
1902	House/2-story Clapboard	Harriet Collister	8	4	1250	2 Rusty CL Fence, needs to be washed	D-5

<u>Address</u>	<u>Current Occupant</u>	<u>Owner</u>	<u>Use Classif.</u>	<u>Type of Structure</u>	<u>Sq. Ft.</u>	<u>Bldg./Lot Condition</u>	<u>Zoning</u>
1906	1-story frame house	Emmitt Reese 109 Neal St.	8	4	2250	2	D-5
1910	House/1-story alum./wood siding wrought iron fence 5-5-4	Frederick Drake	8	4	1250	1	D-5
1914	House/Major 1-1/2 story	Mabel H. Bowman 1596 M St. W. Largo, FL	8	4	1500	2	D-5
1915-26	Village Apts. 21 units		8	4	8100	2	D-5
2008	Westside Furniture	Payne & Louise Blakely 2004 W. Wash.	2	2	3600	2	C-4
2014	Adventure Inn	Jos.&Fonza Smith 5612 Madison Ave. 46227	1	2	3150	2	C-4
2030	Village Pantry	Mundy Realty Corp 501 Depot Street Yorktown, IN 47396	1	2	2475	1	C-4
2102	Econo Car	Milton & Lili Sautter, 2102 W. Wash.	2	2	1800	1	C-4

Address	Current Occupant	Owner	Use Classif.	Type of Structure	Sq. Ft.	Bldg./Lot Condition	Zoning
2116	Abbott's Pl.	Chas.&Virginia Murphy 7016 Cricklewood Road 46220	1	2	2000	2	C-4
2118	Top Notch Auct.	Arnold Breeden 2118 W. Wash.	4	2	2500	1	C-4
2120	Dyetching Co.	Dyetching co.	6	3	5400	1	C-4
2122	Bill's Appliance	Stephen & William Ajamie 1235 N. Tecumseh 46201	2	2	5100	2	C-4
2134	Merchant's Ntl. Bank	Merchant's Ntl. Bank	4	2	3000	1	C-4
2200-06	Auto Repair & Service	Paul&Jane Baldwin P.O. Box 74 West Newton, IN	7	2	1600	1	C-4
2210-12	House	Frank&Marie Fleser	8	4			C-4
2216-18	House	Raymond Harding 3705 S. Mann Rd.	8	4			C-4
2220	House	Milton E. Jr. & Thelma Simmons	8	4			C-4

<u>Address</u>	<u>Current Occupant</u>	<u>Owner</u>	<u>Use Classif.</u>	<u>Type of Structure</u>	<u>Sq. Ft.</u>	<u>Bldg./Lot Condition</u>	<u>Zoning</u>
3223	Crown Auto Brokers	James & Lucy Campbell	2	2	1000 165x170	2	I-3U
3245-55	Brackin's	Brackin's	2	2	2000	1	I-3U
3305	House/2-story brick & frame	Same as above 3304 W. Wash.	8	4	1800	2	I-3U
3335- 3401	Temple Rents	John&Ella Temple	4	2	6000	1	I-3U
3403	House	Ray & Dorris Weekley 7335 Holsted Dr.					
3409-13	Elegant Motors Parking Lot & Building	Raymond Alexander 135 Cedarwood Dr. Mooreville 46158	7/9	2/9	10500	1	I-3U
3415-17	House/1-story frame	same as above	8	4	1000	2	I-3U
3419	House/Insul. sid- ing/1-1/2 story	Ella Mae McMannis 3444 W.Washington	13	4	875	2 needs land- scaping.	I-3U

Address	Current Occupant	Owner	Use Classif.	Type of Structure	Sq. Ft.	Bldg./Lot Condition	Zoning
3421	House/1-story frame	Ella Mae McMannis 3444 W. Wash.	8	4	1500	2	13U
3423-29	Vacant Lot	George Urgo 4639 Linton Ln.					
3433	Giovanni's Pizza	Same as above	1	2	1200	1	13U
3437	Vacant Lot	INB Trustee Suite 2500 One Ind. Sq.					
3441 3443 3445	McClure Bros. Radiator Service Vacant	McClure Bros.	7	2	1200	2	D-5
3511-17	A-1 Auto Sales	A-1 Auto Sales	2	2	1500 59x173	1	C-5
3545	Indy's Little Detroit	Albert Oglesbie & Thos. Nolte c/o Floyd Applegate 6905 Hague Rd. 46256	2	2	2100 63-171	1	C-5
3549		Indy Power & Lgt. 17 N. Meridian					SU-18

<u>Address</u>	<u>Current Occupant</u>	<u>Owner</u>	<u>Use Classif.</u>	<u>Type of Structure</u>	<u>Sq. Ft.</u>	<u>Bldg./Lot Condition</u>	<u>Zoning</u>
3601	AA Adult Book Str.	Charles & Kandi Puett, 40 Seaway Dr. New Port Richey, FLA	11	2	1000	2	C-5
3603 05	Westside Adult Fantasy World	Same as 3601	11	1	2400	1	C-5
3611-15	L & L Realty	Audrey&Edlned Lay 4449 Brushwood Rd.	3/9	1	1600	1	C-5
3619	House/1-1/2 story brick cyclone fence	Michael Andre & Marie MaDonna 5203 B AE Gulf Lake's Estate Bradenton, FLA	8	4	1500	1	C-5
3701 03	Fruit & Flower Basket	Raymond & Anna Mae Hostetler 3703 W. Wash.	1	1	5000	1	C-5
3705	House/1-story alum. siding	same as above	8	4	1200	2	C-5
3745	Salvation Army	David & Vanda Wilson 7085 St. Rd. 39 Martinsville IN	1	2	10000	1	C-5
3749	Ken's Barber Shop 2nd Floor Apt.	Ken Brizendine	1/8	1	1600	1	C-5

Address	Current Occupant	Owner	Use Classif.	Type of Structure	Sq. Ft.	Bldg./Lot Condition	Zoning
3752	Carlisle Plumbing	Carlisle Plumbing	3	1	2200	2	C-7
	Water Co.-West Pump		5	5		1	C-5
3760	Gibson's T.V. & Antenna	James Guerrettaz 5752 W. Wash	1	1	1500	2 Yard littered with antennas.	C-5

Address	Current Occupant	Owner	Use Classif.	Type of Structure	Sq. Ft.	Bldg./Lot Condition	Zoning
3753	Johnny's TV Serv.	Harry & Carlene Stark, 504 S. Luett	4	2	3000	2	C-5
3755-63	Amoco Serv. Sta.	Amoco (Chicago)	7	2	2400	1	C-5

NORTH SIDE OF WASHINGTON STREET FROM HARDING STREET TO HOLT ROAD

1520-26	Liquor Locker	Bldg. Partnership 1526 W. Wash.	13	2	1200	2	I-4U Reg.Ctr.
1532-40	Jem Specialty Advertising	Jem Specialty	4	2	18000	2	I-4U Reg.Ctr.
1602-1610	Industrial Anodizing	Industrial Anodizing, 1610 WW	6	3	18000	1	I-4U
1618	Carpenter Tech. D.E. Weiger	Wm. Adams Thom. Simms Joseph Stephens 1705 W. Wash.	6	3	10800	1	I-4U Reg.Ctr.
1620-30	Carter-Lee Lumber Co.	Wilber Carter Larry Carter, P. Ruckleshaus 1621 W. Washington	6	3	26000	1	I-4U Reg.Ctr.
1702	Green, vacant block bldg.	George Inkoff 1712 W. Washington	10	2	400	3	C-7

<u>Address</u>	<u>Current Occupant</u>	<u>Owner</u>	<u>Use Classif.</u>	<u>Type of Structure</u>	<u>Sq. Ft.</u>	<u>Bldg./Lot Condition</u>	<u>Zoning</u>
2224	House	Robt. Stallwood & Jos. Leone	8	4			C-4
2228	House	Russell & Almeda Manning	8	4			C-4
2236	Lindner's Ice Cream	E & L Smith 1666 Winton	1	2	2200	2	C-4
2240	House	Jay & Goldie Garrison	8	4			C-4
2246	AFL-CIO	Tremont Inc. c/o Ernest Jones	4	1	4000	1	C-4
2302	Trinity Bible Mission Church	Church of Christ	5	5	3825	1	C-4
2310	Royster Askin Sandrock Mortuary	Neil Sandrock	4	1	4500	1	C-4
2330	Embry's Auto Service	Neil Sandrock	7	1	1800	2	C-4
	Hawthorne Park		12	6		1	PK1
2502-08	Clark Serv. Sta.	Clark Oil Re- fining West Allis, WI	7	2	400	1	C-4
2516	House/2-story frame, brick porch	Nick & Melba Budock 2516 W. Wash.	8	4	2400	1	C-4

Address	Current Occupant	Owner	Use Classif.	Type of Structure	Sq. Ft.	Bldg./Lot Condition	Zoning
2522	House/2-story frame, brick prch.	Sherry Turley 1022 N. 1075 E. Brownsburg, IN	8	4	2820	2 Driveway & roof need work.	C-4
2528	House, wood 2-story	Fannie White 629 W. Banta Rd.	8	4	2700	2 Porch needs paint.	C-4
2538	Apt. Bldg./ 3 stories, br.	David & Mary Jean Schildknecht 1753 Howard St.	8	4	16560	1	C-4
2602	Swanky Frankies	Dora Mae Gaddy 22615-SW 66th Ave. Apt. 206 Boca Raton, FL	13	1	7200	2	C-4
2606	House, wood 2 1/2 story	Ruth Morgan 2606 W. Wash.	8	4	4800	2 Overgrown bushes.	C-4
2610	House, frame 2 Story	HUD 575 N. Penn. 46204	8	4	2250	2 Porch, roof awning need work.	C-4
2614	House/2-story frame w/stone porch	Phillip Brundage 326 N. Mound St.	8	4	3000	1	C-4

Address	Current Occupant	Owner	Use Classif.	Type of Structure	Sq. Ft.	Bldg./Lot Condition	Zoning
2620	House/2-1/2 story frame "sleeping rooms" sign	David Frame 2620 W. Wash.	8	4	2400		C-4
2622	House/2-story brick, gar., 1 gravel space	Loren & Barbara Martin 2622 W. Wash.	8	4	3000		C-4
2626	House/2-story frame/needs paint office hours posted for Louis H. Martin, MD overgrown bushes.	Same as above	8	4	3500	2	C-4
2702	House/2-1/2 story frame, 4 mail- boxes.	Janet Carmichael 2702 W. Wash.	8		3500		C-4
2708	Carmichael's Barber Shop	Lloyd Carmichael 2708 W. Wash.	1/13	2	2000	2	C-4
2712	House/2-1/2 story Insulated brick	Edward & Margaret Dravis 2712 W. Wash.	8	4	3100	2 Porch needs paint.	C-4
2716	House	Jerry Hughbanks & Lynda Gibson	8	4	3000	2	C-4
2720-22	House/Alum. siding/4 mail- boxes	Mary S. White	8	4	4800	2 Needs paint/ backyard is littered with junk.	C-4

<u>Address</u>	<u>Current Occupant</u>	<u>Owner</u>	<u>Use Classif.</u>	<u>Type of Structure</u>	<u>Sq. Ft.</u>	<u>Bldg./Lot Condition</u>	<u>Zoning</u>
2724	House/2-story alum. siding 4 mailboxes	Raymond & Anna Hostetler	8	4	2500	2 Junk on front porch	C-4
2728	Perky Press	Ignazia, Anna & Machelina Raimondi	4	1	1000	2	C-4
3000	Central State Hospital	Ind. Properties Ind. Ntl. Bank Tax Dept. One Ind. Square State of Ind., Central St. Hosp.	5	4		1	HO1
3130	Fire Sta. #18		5	5	3500	1	C-5
3206-18	Annapfield Auto	Bruce&Jacqueline Annapfield 3218 W. Wash.	7	2	7500	1	C-5
3220-24	The Body Shop	Char. & Naomi Stultz	7/9	2	4000	1	C-5
3232		Same as above M.R.&A.B. Hudson & Mary Hudson Vondegrift Box 3363 Kansas City, Kansas					

<u>Address</u>	<u>Current Occupant</u>	<u>Owner</u>	<u>Use Classif.</u>	<u>Type of Structure</u>	<u>Sq. Ft.</u>	<u>Bldg./Lot Condition</u>	<u>Zoning</u>
3234	Little Eagle Tav.	Ollie Shriner 5268 W. Kelly St 46241	1	2	4000	1	C-5
3300	Baird Mobile Hms.	Baird Mobile Hms	2/9	1	1000	1	C-5
3330	Circle City Adult Books	Phil, Lucille Marie A Jamie 1235 N. Tecumseh 46201	1	2	1925	2	C-5
3400	Used City Furn.	A Jamie Realty	2	2	11200	2	C-5
3404,08	Vacant Lot	Emma Hall & Fred Tucker INB as Trustee One Ind. Square Suite 2500					
3400-12	Nagel Auto Sales	Alice Thomas	2	2	900 40x110	2	C-5
3416	1 story brick storage/needs paint.	Clifford Schrier	13	2	2100	2	C-5
3420	Thirsty's Lounge	Dominic & Cynthia Giordano 3667 Wingate Ct. Apt. C, 46236 Tenant purchasing via land contract	1	2	6000	2	C-5

<u>Address</u>	<u>Current Occupant</u>	<u>Owner</u>	<u>Use Classif.</u>	<u>Type of Structure</u>	<u>Sq. Ft.</u>	<u>Bldg./Lot Condition</u>	<u>Zoning</u>
3424 3426	Apts.	Joseph Galbo 7206 Greenspring 46224	8	4	6000	2	C-5
3428	Barbi's Adult Relaxation Ctr.	Same as above	11	2	1350	1	C-5
3432	AJ's Package Liq.	Roboson, Inc.	1	2	2100	2	C-5
3444	House/1-story brick, MD sign in window	Pam Wright & Walter McMannis, VII and VIII	8	4	2400	1	C-5
3500	Eagle Creek Office Park						D-5
3544	Chuck Allen Auto Repair	Char. & Noma Allen 102 Beechwood Ln. 46227	1	2	900	2	C-5
3560		Robert Senson 5935 Ralston 46220					
3602	National Ice	National Ice & Coal	4/9	2	13500	2	C-5
3636- 3709	Housing Center City	HouseMart, Inc. c/o Warcel Mfg. Homes, LII-3 9880 W. 10th St.	2/9	2	1500	1	C-7

APPENDIX D

BUILDING CONDITION RATINGS

SOUND

- Satisfactory or needs "handy man" operations.
- A primary structure that is adequate for its use or could be made so with a few relatively simple maintenance activities such as paint with little preparation, patching or straightening of small areas of concrete or masonry.

MINOR DETERIORATION

- Lack of maintenance resulting in deterioration of the building.
- A primary structure that appears structurally stable, yet requires maintenance involving considerable time, effort and materials such as paint with extensive preparation, doors or windows in a dilapidated condition, new roof surface needed, gutters falling off or missing.

MAJOR DETERIORATION

- Hazardous neglect of the structure.
- A primary structure that requires structural correction and/or replacement of surface materials. Examples are: settling or crumbling foundations; leaning walls or chimneys; exaggerated sagging of roof; extensive rotting of wood; loose masonry; doors or windows missing; minor fire damage.

DILAPIDATED/SUBSTANDARD

- Beyond repair.
- A primary structure not fit for use due to structural deterioration, (e.g., section of wall or roof missing, extensive fire damage, more than one major structural deterioration factor.

APPENDIX E

WEST WASHINGTON STREET CORRIDOR BUSINESS SURVEY

First, we would like to ask about your current operations.

1. What type services and/or products does your business provide?_____
- 2a. When was this business founded?_____
- 2b. How long has this buisness operated at this location?_____
3. Including yourself, how many employees work here?_____
- _____ Full Time Employees _____ Part Time Employees
(35+ hours per week) (Less than 35 hours per week)
- 4a. Is this business a _____ Single proprietorship (check one)
 _____ Partnership
 _____ Corporation
- 4b. Is this business part of a franchise? Yes___ No___
- 5a. In what county does the owner live?_____
- 5b. If the owner resides in Marion County, in what location/intersection or neighborhood does the person live?_____
6. Which of the following factors most influenced your present business location on or near West Washington? Please rank first three reasons with one (1) being most influential.

 _____ Good sales potential
 _____ Cost of space available
 _____ General location
 _____ Specialized constituency nearby
 _____ Size or type of space available.
 _____ Traffic volume
 _____ Other_____

7a. Do you own or rent your building? ___Own ___Rent

7b. What is your monthly rent/mortgage payment? Please check

Less than \$200___	\$ 600 - 799___	\$1200 - 1499___
200 - 399___	800 - 999___	1500 - 1999___
400 - 599___	1000 - 1199___	Over \$2000___

7c. If you rent, who/what corporation is your landlord?_____

8. How old is the building in which your business is located?_____

9. How long has it been since your building has had any major improvement done? (Please specify repainting, new roof, new wiring, remodeling, etc.)_____

THE FOLLOWING QUESTIONS ASK ABOUT YOUR PLANS FOR THE FUTURE

10a. What sources of business credit have you used in the last few years?_____

10b. How do you judge the availability of credit for your business?

1. Very good 2. Good 3. Adequate 4. Poor 5. Very Poor

11. Do you have any plans for making major improvements within the next five years?

() Yes	If yes, please list them_____
() No	If no, why not?_____
() Not sure	_____

12. Are you planning to physically expand your business at this location?

() Yes

() No If no, are you considering another location in Indianapolis? Please specify_____

13. How do you see the future of your business at this location?

(1) Very optimistic (2) Optimistic (3) Adequate
(4) Pessimistic (5) Very pessimistic

14. List the three most positive aspects about doing business on West Washington Street.

(1) Best_____ (2) Second Best_____
(3) Third Best_____

15. List the three most negative aspects about doing business on West Washington Street.

(1) Worst_____
(2) Second Worst_____
(3) Third Worst_____

16. What other types of businesses would you like to see in the area? Why?_____

Commercial

17. What are your usual business hours?

Monday-Friday Open at_____ Close at _____ or _____ Closed
Saturday Open at_____ Close at _____ or _____ Closed
Sunday Open at_____ Close at _____ or _____ Closed

18. How much floor space does your business have: (B+C+D+E=A)

A. _____ Square feet overall	_____ 100%
B. _____ Square feet retail	_____ %
C. _____ Square feet office	_____ %
D. _____ Square feet storage/warehouse	_____ %
E. _____ Square feet manufacturing, repair or other	_____ %

19. How do you rate your current business location from the following standpoints? (Circle one number on each line)

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Very Poor</u>
Adequate floor space	1	2	3	4	5
Sufficient parking	1	2	3	4	5
Ease of supply and delivery	1	2	3	4	5
Access to consumers	1	2	3	4	5
Access to suppliers	1	2	3	4	5
Condition of building	1	2	3	4	5
Public transportation	1	2	3	4	5
Utility services	1	2	3	4	5
City services	1	2	3	4	5
Loading and delivery facilities	1	2	3	4	5

20. How do you perceive the incidence of crime in your area as compared with that in downtown or suburban business areas?

A. <u>Downtown</u>	B. <u>Suburbs</u>
1. Less _____	1. Less _____
2. About same _____	2. About same _____
3. Greater _____	3. Greater _____

21. How many off-street parking spaces do you provide on the site?

_____ How many total spaces do you need? _____

22a. What percentage of your customers live within the following distances of your business? (Circle number)

a. Less than 5 blocks or 1/2 mile	b. Greater than 1/2 mile and less than 10 blocks or 1 mile	c. Greater than 1 mile and less than 20 blocks or 2 miles
(1) More than 75%	(1) More than 75%	(1) More than 75%
(2) 50%-74%	(2) 50%-74%	(2) 50%-74%
(3) 25%-49%	(3) 25%-49%	(3) 25%-49%
(4) Less than 25%	(4) Less than 25%	(4) Less than 25%
(5) Not sure	(5) Not sure	(5) Not sure

22b. How do most of your customers get to your business?:

☐ A. Car ☐ B. Bus ☐ C. Walk ☐ D. Taxi ☐ E. Other

23. What are the 5 most important improvements which you think would encourage more people to shop in the neighborhood? Please rank choices 1 - 5, with 1 being the most important.

<input type="checkbox"/> Improved Lighting	<input type="checkbox"/> Garbage Collection	<input type="checkbox"/> On-Street
<input type="checkbox"/> Landscaping	<input type="checkbox"/> Street Resurfacing	<input type="checkbox"/> Parking
<input type="checkbox"/> Sign Standards	<input type="checkbox"/> Curb Repair	<input type="checkbox"/> Control
<input type="checkbox"/> Building Renovation	<input type="checkbox"/> Crime Control	<input type="checkbox"/> Snow Removal
<input type="checkbox"/> Improved Drainage	<input type="checkbox"/> Sidewalk	<input type="checkbox"/> Off-Street
<input type="checkbox"/> Improved Security	<input type="checkbox"/> Restoration	<input type="checkbox"/> Parking

24a. Do you advertise? ☐ Yes ☐ No

24b. When and where? ☐ Newspaper ☐ Yellow Pages
☐ Flier/Mailer ☐ Radio
☐ Radio Day ☐ Evening ☐ Night
☐ TV Day ☐ Evening ☐ Night

24c. About how often do you advertise?

1. Daily 2. Weekly 3. Monthly 4. Quarterly 5. Other

24d. How important do you feel advertising is to your business?

☐ Very Important ☐ Somewhat Important ☐ Not Very Important

24e. Would you be interested in joint advertising with other merchants? ☐ Yes ☐ No

25a. Are there any days of the week that you would say are busier than others? ☐ Yes ☐ No

25b. If yes, what days are these? (Circle days)

Monday Tuesday Wednesday Thursday Friday Saturday Sunday

26. Who are your three primary competitors? Give name and approximate location.

1. _____ 2. _____ 3. _____

NAME OF
BUSINESS: _____

ADDRESS: _____

BUSINESS PHONE: _____

NAME OF PERSON FILLING OUT QUESTIONNAIRE _____

POSITION IN FIRM: _____

DATE: _____

WEST WASHINGTON STREET BUSINESS SURVEY RESULTS

102 distributed between Harding & Holt - 53 returned for 52.0 response rate
 72 distributed between Harding & N. Tibbs/Sanitarium - 40 returned for 55.5% response rate
 30 distributed between N. Tibbs/Sanitarium & Holt - 13 returned for 43.3% response rate

"EAST" column refers to survey results from Harding to N. Tibbs/Sanitarium, "WEST" column refers to survey results from N. Tibbs/Sanitarium to Holt

1. What type of services and/or products does your business provide?		EAST		WEST		OVERALL		
		No.	%	No.	%	No.	%	
A.	Auto or mobile home repair or sales	3	7.5	7	53.8	10	19.7	
B.	Restaurant/Bar or food sales	10	25.0	1	7.7	11	20.7	
C.	Service - Insurance, bank, etc.	15	37.5	1	7.7	16	30.1	
D.	Industrial/Wholesale	4	10.0	1	7.7	5	9.4	
E.	Retail - not food or auto	8	20.0	3	23.1	11	20.7	
		40	100.0	13	100.0	53	100.0	
2a When was this business founded?								
A.	Before 1929	7	17.5	0	0	7	13.2	
B.	1930 - 1949	6	15.0	1	7.7	7	13.2	
C.	1950 - 1959	3	7.5	3	23.1	6	11.3	
D.	1960 - 1969	8	20.0	4	30.7	12	22.6	
E.	1970 - 1979	8	20.0	3	23.1	11	20.7	
F.	1980 - 1983	5	12.5	1	7.7	6	11.3	
G.	1984	3	7.5	1	7.7	4	7.7	
		40	100.0	13	100.0	53	100.0	
2b How long has this business operated at this location?(What year did it open?)								
A.	Before 1929	4	10.0	0	0.0	4	7.5	
B.	1930 - 1949	7	17.5	0	0.0	7	13.2	
C.	1950 - 1959	3	7.5	3	23.1	6	11.3	
D.	1960 - 1969	6	15.0	3	23.1	9	17.0	
E.	1970 - 1979	6	15.0	2	15.4	8	15.1	
F.	1980 - 1983	9	22.5	2	15.4	11	20.7	
G.	1984	5	12.5	3	23.0	8	15.2	
		40	100.0	13	100.0	53	100.0	
3. Including yourself, how many employees work here?								
<u>Full Time Employees</u>		1-5	30	76.9	8	61.5	38	73.0
		5-10	3	7.7	1	7.7	4	7.7
		11-100	5	12.8	3	23.1	8	15.4
		100+	1	2.6	1	7.7	2	3.9
			39	100.0	13	100.0	52	100.0
No Response		1			0		1	
		40			13		53	

		EAST		WEST		OVERALL	
		No.	%	No.	%	No.	%
Part Time Employees	0	2	8.0	5	38.5	7	18.4
	1-10	19	76.0	7	53.8	26	68.4
	11-25	2	8.0	1	7.7	3	8.0
	26-100	1	4.0	0	0.0	1	2.6
	100+	1	4.0	0	0.0	1	2.6
		25	100.0	13	100.0	38	100.0
No Response		15				15	
		40				53	
4a Is this business a:							
A.	Single Proprietorship	21	55.3	6	46.1	27	52.9
B.	Partnership	2	5.3	0	0.0	2	3.8
C.	Corporation	15	39.4	7	53.9	22	43.3
		38	100.0	13	100.0	51	100.0
No Response		2				2	
		40				53	
4b Is this business owner-operated?							
A.	Yes	31	81.6	11	100.0	42	85.7
B.	No	7	18.4	0	0.0	7	14.3
		38	100.0	11	100.0	49	100.0
No Response		2		2		4	
		40		13		53	
4c How long has the current owner operated the business?							
A.	1-5 years	9	29.0	4	30.7	13	29.5
B.	6-10 years	4	13.0	1	7.7	5	11.4
C.	10-20 years	4	13.0	2	15.4	6	13.6
D.	20+ years	14	45.0	6	46.2	20	45.5
		31	100.0	13	100.0	44	100.0
No Response		9				9	
		40				53	
4d How long has the current manager operated the business?							
A.	1-5 years	6		0		6	
No Response							
4e Is this business part of a franchise?							
A.	Yes	3	7.5	0	0.0	3	5.7
B.	No	36	92.5	13	100.0	49	94.3
		39	100.0			52	100.0
No Response		1		0		1	
		40		13		53	
5a In what county does the owner live?							
A.	Marion	23	67.6	8	61.5	31	66.0
B.	Hendricks	4	11.7	3	23.1	7	14.9
C.	Other	7	20.7	2	15.4	9	19.1
		34	100.0	13	100.0	47	100.0
No Response		6		0		6	
		40		13		53	

5b If the owner resides in Marion County, in what location/intersection or neighborhood does the person live?

A. Around W. Washington	8	34.7	6	66.6	14	43.8
B. Washington Township	1	4.3	0	0.0	1	3.1
C. Wayne Township	5	21.7	3	33.4	8	25.0
D. Lawrence	6	26.1	0	0.0	6	18.8
E. Other	3	13.2	0	0.0	3	9.3
	<u>23</u>	<u>100.0</u>	<u>9</u>	<u>100.0</u>	<u>32</u>	<u>100.0</u>
No Response	17		4		21	
	<u>40</u>		<u>13</u>		<u>53</u>	

6. Which of the following factors most influenced your present business location on West Washington?

EAST & OVERALL

1. General Location
2. Good Sales Potential
3. Cost of space available
4. Size or type of space available
5. Traffic volume
6. Specialized constituency

WEST

1. General Location
2. Good sales potential
3. Traffic volume
4. Size or type of space
5. Cost of space available

7a. Do you own or rent your building?

	EAST		WEST		OVERALL	
	No.	%	No.	%	No.	%
A. Own	23	57.5	8	61.5	31	58.5
B. Rent	17	42.5	5	38.5	22	41.5
	<u>40</u>	<u>100.0</u>	<u>13</u>	<u>100.0</u>	<u>53</u>	<u>100.0</u>

7b. What is your monthly rent/mortgage payment?

A. Less than \$200	1	3.8	1	12.5	2	5.9
B. \$200 - \$399	9	34.6	1	12.5	10	29.4
C. \$400 - \$599	6	23.0	1	12.5	7	20.6
D. \$600 - \$799	4	15.3	1	12.5	5	14.7
E. \$800 - \$999	1	3.8	1	12.5	2	5.9
F. \$1000 - \$1199	3	11.9	1	12.5	4	11.7
G. \$1200 - \$1499	1	3.8	1	12.5	2	5.9
H. \$1500 - \$1999	0	0.0	0	0.0		
I. Over \$2000	1	3.8	1	12.5	2	5.9
	<u>26</u>	<u>100.0</u>	<u>8</u>	<u>100.0</u>	<u>34</u>	<u>100.0</u>
No response	14		5		19	
	<u>40</u>		<u>13</u>		<u>53</u>	

8. How old is the building in which your business is located?

A. 1-10 years	1	3.0	1	9.5	2	4.5
B. 11-20 years	5	15.2	2	18.0	7	15.9
C. 21-30 years	6	18.2	4	36.0	10	22.7
D. 31-40 years	4	12.2	0	0.0	4	9.1
E. 41-50 years	3	9.1	1	9.5	4	9.1
F. 50+ years	14	42.3	5	27.0	17	38.7
	<u>33</u>	<u>100.0</u>	<u>11</u>	<u>100.0</u>	<u>44</u>	<u>100.0</u>
No response	7		2		9	
	<u>40</u>		<u>13</u>		<u>53</u>	

9. How long has it been since your building had any major improvement?	EAST		WEST		OVERALL	
	No.	%	No.	%	No.	%
A. Less than 1 year	9	27.3	4	36.4	13	29.5
B. 1-5 years	19	57.6	5	45.4	24	54.5
C. 5-10 years	1	3.0	0	0.0	1	2.3
D. Over 10 years	4	12.1	2	18.2	6	13.7
	<u>33</u>	<u>100.0</u>	<u>11</u>	<u>100.0</u>	<u>44</u>	<u>100.0</u>
No response	7		2		9	
	<u>40</u>		<u>13</u>		<u>53</u>	
10a What sources of business credit have you used the last few years?						
A. Bank	16	50.0	7	58.3	23	52.3
B. None	11	34.4	4	33.3	15	34.0
C. Other	5	15.6	1	8.4	6	13.7
	<u>32</u>	<u>100.0</u>	<u>12</u>	<u>100.0</u>	<u>44</u>	<u>100.0</u>
No response	8		1		9	
	<u>40</u>		<u>13</u>		<u>53</u>	
10b How do you judge the availability of credit for your business?						
A. Very good	17	53.1	5	45.5	22	51.2
B. Good	6	18.8	5	45.5	11	25.6
C. Adequate	6	18.8	1	9.0	7	16.3
D. Poor	2	6.2	0	0.0	2	4.6
E. Very Poor	1	3.1	0	0.0	1	2.3
	<u>32</u>	<u>100.0</u>	<u>11</u>	<u>100.0</u>	<u>43</u>	<u>100.0</u>
No response	8		2		10	
	<u>40</u>		<u>13</u>		<u>53</u>	
11. Do you have any plans for making improvements in the next 5 years?						
A. Yes	23	58.9	4	33.3	27	53.0
B. No	9	23.1	3	25.0	12	23.5
C. Not sure	7	18.0	5	41.7	12	23.5
	<u>39</u>	<u>100.0</u>	<u>12</u>	<u>100.0</u>	<u>51</u>	<u>100.0</u>
No response	1		1		2	
	<u>40</u>		<u>13</u>		<u>53</u>	
12. Are you planning to physically expand your business at this location?						
A. Yes	11	28.2	7	58.3	18	35.3
B. No	28	71.8	5	41.7	33	64.7
	<u>39</u>	<u>100.0</u>	<u>12</u>	<u>100.0</u>	<u>51</u>	<u>100.0</u>
No response	1		1		2	
	<u>40</u>		<u>13</u>		<u>53</u>	
If no, are you considering another location in Indianapolis?						
A. Yes	4	10.0	1	7.7	5	9.4
B. No	36	90.0	12	92.3	48	90.6
	<u>40</u>	<u>100.0</u>	<u>13</u>	<u>100.0</u>	<u>53</u>	<u>100.0</u>

13. How do you see the future of your business at this location?

A. Very optimistic	10	26.3	4	33.4	14	28.0
B. Optimistic	18	47.4	2	16.6	20	40.0
C. Adequate	9	23.6	6	50.0	15	30.0
D. Pessimistic	1	2.7	0	0.0	1	2.0
	38	100.0	12	100.0	50	100.0
No response	2		1		3	
	40		13		53	

14. List the three most positive aspects about doing business on West Washington St.

<u>EAST</u>	<u>WEST</u>	<u>OVERALL</u>
1. Central location	1. Traffic - visibility	1. Central location
2. Traffic visibility	2. Central location	2. Traffic visibility
3. White River Park Dev.	3. Good interstate access	3. Good interstate access
4. Established in neighborhood	4. Security - low crime	4. Established in neighborhood
5. Good customer base	5. Established in neighborhood	5. White River Park Dev.
6. Good interstate access	6.	6. Good customer base
7. Security - low crime	7.	7. Security - low crime

15. List the 3 most negative aspects of doing business on West Washington Street.

<u>EAST</u>	<u>WEST</u>	<u>OVERALL</u>
1. Declining neighborhood	1. Buildings in disrepair	1. Declining neighborhood
2. Lack of parking	2. Crime	2. Lack of parking
3. Loss of businesses	3. Declining neighborhood	3. Crime
4. Crime	4. Influx of adult bus.	4. Loss of businesses
5. Influx of adult businesses	5. Loss of businesses	5. Buildings in disrepair
6. Buildings in disrepair	6. Lack of parking	6. Influx of adult businesses

16. What other types of businesses would you like to see in the area?

<u>EAST AND OVERALL</u>	<u>WEST</u>
1. Any	1. Any
2. Restaurants/hotels	2. Any but adult entertainment
3. Professional/office	3. Professional/office
4. Grocery/drug	
5. Antique/craft	

17. What are your usual business hours:

	<u>EAST</u>		<u>WEST</u>		<u>OVERALL</u>	
	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>
A. Monday-Friday						
Day hours	40	100.0	13	100.0	53	100.0
Night hours	13	32.5	3	23.1	6	11.3
B. Saturday						
Day hours	27	67.5	12	92.3	39	73.6
Night hours	12	30.0	2	15.4	14	26.4
C. Sunday						
Day hours	11	27.5	2	15.4	13	24.5
Night hours	10	25.0	0	0.0	10	18.9

18. How much floor space does your business have?

Overall	E			W			OVERALL		
1000-1500	5	17.8		3	27.2		8	20.5	
1501-2000	4	14.2		2	18.2		6	15.4	
2001-3000	5	17.8		1	9.1		6	15.4	
3001-4000	4	14.2		1	9.1		5	12.8	
4001-5000	2	7.1		1	9.1		3	7.7	
5001-10,000	2	7.1		2	18.2		4	10.3	
10,000+	6	21.8		1	9.1		7	17.9	
	28	100.0		11	100.0		39	100.0	
No response	12			2			14		
	40			13			53		

19. How do you rate your current business location from the following standpoints?

I. Numbers

	Excellent			Good			Fair			Poor			Very Poor			NR	
	E	W	C	E	W	C	E	W	C	E	W	C	E	W	C		
Floor Space	14	1	15	19	8	27	4	2	6	0	0	0	1	1	2	3	53
Parking	6	3	9	17	4	21	9	3	12	3	1	4	4	1	5	2	53
Sup. & Del.	14	5	19	17	6	23	5	1	6	4	0	4	0	0	0	1	53
Cons. Access	11	4	15	16	8	24	10	0	10	2	0	2	0	0	0	2	53
Sup. Access	9	5	14	20	6	26	6	0	6	1	0	1	0	0	0	6	53
Bldg. Cond.	9	1	10	16	5	21	12	3	15	1	1	2	0	0	0	5	53
Pub. Trans.	13	3	16	16	6	22	7	1	8	1	2	3	0	0	0	4	53
Utilities	15	5	20	19	6	25	4	1	5	1	0	1	0	0	0	2	53
City Serv.	14	3	17	18	4	22	7	4	11	0	0	0	0	1	1	2	53
Load & Del.	10	4	14	16	5	21	9	2	11	2	0	2	1	1	2	3	53

II. Percentages

	Excellent			Good			Fair			Poor			Very Poor		
	E	W	C	E	W	C	E	W	C	E	W	C	E	W	C
Floor Space	35.0	7.6	30.0	47.5	61.5	54.0	10.0	15.4	12.0	0.0	0.0	0.0	2.5	7.7	4.0
Parking	15.0	23.1	17.7	42.5	31.0	41.2	22.5	23.1	23.5	7.5	7.7	7.9	10.0	7.7	9.9
Sup. & Del.	35.0	38.5	36.5	42.5	46.1	44.2	12.5	7.7	11.5	10.0	0.0	7.7	0.0	0.0	0.0
Cons. Access	27.5	30.7	29.4	40.0	61.5	47.0	25.0	0.0	19.6	5.0	0.0	3.9	0.0	0.0	0.0
Sup. Access	22.5	38.5	30.0	50.0	46.1	55.3	15.0	0.0	12.8	2.5	0.0	2.1	0.0	0.0	0.0
Bldg. Cond.	22.5	7.6	20.9	40.0	38.5	43.8	30.0	23.1	31.3	2.5	7.7	4.2	0.0	0.0	0.0
Pub. Trans.	32.5	23.1	32.6	40.0	46.1	44.9	17.5	7.7	16.3	2.5	15.4	6.1	0.0	0.0	0.0
Utilities	35.0	38.5	39.2	47.5	46.1	49.0	10.0	7.7	9.8	2.5	0.0	2.0	0.0	0.0	0.0
City Serv.	35.0	23.1	33.3	45.0	31.0	43.1	17.5	30.1	21.6	0.0	0.0	0.0	0.0	7.7	2.0
Load & Del.	25.0	30.7	28.0	40.0	38.5	42.0	22.5	15.4	22.0	5.0	0.0	4.0	2.5	7.7	4.0

20. How do you perceive the incidence of crime in your area as compared with that in downtown or suburban business areas?

A. Downtown

Less	13	35.1	2	16.7	15	30.6
About Same	23	62.2	8	66.6	31	63.3
Greater	1	2.7	2	16.7	3	6.1
	<u>37</u>	<u>100.0</u>	<u>12</u>	<u>100.0</u>	<u>49</u>	<u>100.0</u>
No response	3		1		4	
	40		13		53	

B. Suburbs

Less	9	28.1	1	11.1	10	24.4
About same	13	40.6	2	22.2	15	36.6
Greater	10	31.3	6	66.7	16	39.0
	<u>32</u>	<u>100.0</u>	<u>9</u>	<u>100.0</u>	<u>41</u>	<u>100.0</u>
No response	8		4		12	
	40		13		53	

21. How does the number of parking spaces you provide compare to the number of parking spaces you need?

	<u>EAST</u>		<u>WEST</u>		<u>OVERALL</u>	
A. Provide less	15	50.0	4	80.0	19	54.3
B. Provide more	5	16.6	0	0.0	5	14.3
C. About same	10	33.4	1	10.0	11	31.4
	<u>30</u>	<u>100.0</u>	<u>5</u>	<u>100.0</u>	<u>35</u>	<u>100.0</u>
No response	10		8		18	
	40		13		53	

- 22a. What percentage of your customers live within the following distances of your business?

A. Less than 5 blocks or 1/2 mile						
75%+	5	17.9	0	0.0	5	13.9
50-74%	6	21.4	3	37.5	9	25.0
25-49%	4	14.3	0	0.0	4	11.1
25%-	9	32.1	4	50.0	13	36.1
Not sure	4	14.3	1	12.5	5	13.9
	<u>28</u>	<u>100.0</u>	<u>8</u>	<u>100.0</u>	<u>36</u>	<u>100.0</u>
No response	12		5		17	
	40		13		53	

B. Greater than 1/2 mile and less than 10 blocks or 1 mile

75%	0	0.0	0	0.0	0	0.0
50-74%	5	16.6	0	0.0	5	13.5
25-49%	10	33.4	3	42.8	13	35.1
25%-	11	36.6	3	42.8	14	37.8
Not sure	4	13.4	1	14.4	5	13.6
	<u>30</u>	<u>100.0</u>	<u>7</u>	<u>100.0</u>	<u>37</u>	<u>100.0</u>
No response	10		6		16	
	40		13		53	

C.	Greater than 1 mile and less than 20 blocks or 2 miles				
	75%	8	22.9	2	22.2
	50-74%	4	11.4	2	22.2
	25-49%	10	28.6	2	22.2
	25%-	9	25.7	3	33.4
	Not sure	4	11.4	0	0.0
		35	100.0	9	100.0
	No response	5		4	
		40		13	
				53	

22b. How do most of your customers get to your business? (More than 1 reply allowed).

A.	Car	35	81.4	9	82.0	44	81.5
B.	Bus	1	2.3	0	0.0	1	1.8
C.	Walk	5	11.6	1	9.0	6	11.1
D.	Taxi	0	0.0	0	0.0	0	0.0
E.	Other	2	4.7	1	9.0	3	5.6
		43	100.0	11	100.0	54	100.0
	No response						

23. What are the 5 most important improvements which you think would encourage more people to shop in the neighborhood?

E & Overall	W
1. Building renovation	1. Crime control
2. Improved lighting	2. Improved security
3. Improved security	3. Building renovation
4. Landscaping	4. Landscaping
5. Crime control	5. Off street parking
6. Parking - on & off street	6. Street resurfacing
7. Sidewalk restoration	7. Sidewalk restoration
8. Street resurfacing	8. Improved drainage
9. Sign standards	9. Sign standards
10. Curb repair	

24a. Do you advertise?

		<u>EAST</u>	<u>WEST</u>	<u>OVERALL</u>
A.	Yes	27 69.2	10 83.3	37 72.5
B.	No	12 30.8	2 16.4	14 27.5
		39 100.0	12 100.0	51 100.0
	No response	1	1	2
		40	13	53

24b. When and where?

A.	Newspaper	11	27.5	8	61.5	19	36.0
B.	Magazine	7	17.5	2	15.4	9	17.0
C.	Yellow Pages	18	45.0	6	46.1	24	45.3
D.	Flier/Mailer	5	12.5	2	15.4	7	13.2
E.	Radio	5	12.5	1	7.7	6	11.3
F.	Television	2	5.0	0	0.0	2	3.7
		48	100.0	19	100.0	67	100.0

(more than 1 reply allowed)

(% based on actual # of surveys received 13 for W, 40 for E)

24c. A.	Daily	6	25.0	1	8.3	7	19.4
B.	Weekly	4	16.6	6	50.0	10	27.7
C.	Monthly	5	20.9	3	25.1	8	22.2
D.	Quarterly	4	16.6	1	8.3	5	13.9
E.	Other	5	20.0	1	8.3	6	16.8
		<u>24</u>	<u>100.0</u>	<u>12</u>	<u>100.0</u>	<u>36</u>	<u>100.0</u>
24d.	How important do you feel advertising is to your business?						
A.	Very important	17	44.7	7	63.6	24	49.0
B.	Somewhat important	13	34.2	3	27.2	16	32.7
C.	Not very important	8	21.1	1	9.2	9	18.3
		<u>38</u>	<u>100.0</u>	<u>11</u>	<u>100.0</u>	<u>49</u>	<u>100.0</u>
	No response	<u>2</u>		<u>2</u>		<u>4</u>	
		40		13		53	
24e.	Would you be interested in joint advertising with other merchants?						
A.	Yes	11	29.0	4	36.4	15	30.6
B.	No	22	58.0	5	45.5	27	55.1
C.	Uncertain	5	13.0	2	18.1	7	14.3
		<u>38</u>	<u>100.0</u>	<u>11</u>	<u>100.0</u>	<u>49</u>	<u>100.0</u>
	No response	<u>2</u>		<u>2</u>		<u>4</u>	
		40		13		53	
24f.	How often?						
A.	Daily	1	6.7	1	25.0	2	10.5
B.	Weekly	4	26.6	3	75.0	7	36.8
C.	Monthly	3	20.0	0	0.0	3	15.8
D.	Quarterly	1	6.7	0	0.0	1	5.3
E.	Other	1	6.7	0	0.0	1	5.3
F.	Don't know	5	33.3	0	0.0	5	26.3
		<u>15</u>	<u>100.0</u>	<u>4</u>	<u>100.0</u>	<u>19</u>	<u>100.0</u>
24g.	What size space would you need?						
A.	Small	4	50.0	2	66.6	6	54.5
B.	Medium	2	25.0	1	33.4	3	27.2
C.	Large	2	25.0	0	0.0	2	18.3
		<u>8</u>	<u>100.0</u>	<u>3</u>	<u>100.0</u>	<u>11</u>	<u>100.0</u>
24h.	What method would you like to use?						
A.	Newspaper	5	62.5	2	66.6	7	63.6
B.	Magazine	1	12.5	0	0.0	1	9.1
C.	Flier/Mailer	2	25.0	1	33.4	3	27.3
		<u>8</u>	<u>100.0</u>	<u>3</u>	<u>100.0</u>	<u>11</u>	<u>100.0</u>

25a. Are there any days of the week that are busier than others?

- A. Yes
- B. No

No response

<u>EAST</u>		<u>WEST</u>		<u>OVERALL</u>	
23	58.9	8	80.0	31	63.3
16	41.1	2	20.0	18	36.7
39	100.0	10	100.0	49	100.0
1		3		4	
40		13		53	

25b. What days are these?

- A. Friday
- B. Saturday
- C. Friday & Saturday

No response

11	42.3	5	41.6	16	42.1
6	23.0	5	41.6	10	26.3
9	34.7	2	16.8	12	31.6
26	100.0	12	100.0	38	100.0
14		1			
40		13			

APPENDIX F

WEST WASHINGTON CONSUMER SURVEY

Hello, I am _____, a volunteer for _____,
and we are assisting the City of Indianapolis conduct a survey to
determine buying habits for the neighborhood. This survey will only
take ten minutes of your time and its results will be incorporated into
a plan for West Washington Street. May I ask you a few questions?

- | 1. Where do you usually shop for: | NAME | ADDRESS |
|-----------------------------------|-------|---------|
| Groceries? | _____ | _____ |
| Clothing? | _____ | _____ |
| Shoes? | _____ | _____ |
| Drugstore items? | _____ | _____ |
| Convenience items? | _____ | _____ |
| Hardware items? | _____ | _____ |
2. Where are the following located?
- | | |
|--------------------|-------|
| Your doctor | _____ |
| Your dentist | _____ |
| Your auto mechanic | _____ |
3. Which stores or businesses along
West Washington Street do you use?
- | |
|-------|
| _____ |
| _____ |
| _____ |

4. Why do you shop at the stores you mentioned above?

Convenience_____ Service_____ Quality_____ Prices_____

Location_____ Variety_____ Appearance_____

5. What stores other than those already on West Washington Street would you use if they were located there?

6. What prevents you from shopping on West Washington Street?

Not convenient_____ Poor quality_____ Unsafe_____ High prices_____

Lack of variety_____ No parking_____ Lack of service_____

Appearance_____ Other_____

7. How would you rate West Washington Street as a shopping area?

Below average_____ Average_____ Above average_____

8. What type of transportation do you use for your shopping on West Washington Street?

Car_____ Bus_____ Walk_____ Other_____ .

9. Where do you do your banking?

American Fletcher National Bank____ Location_____

Indiana National Bank____ Location_____

Merchants National Bank____ Location_____

10. Sex of respondent: Male____ Female____

11. Age of respondent: 18-24____ 46-65____
25-34____ over 65____
35-45____

12. What is your marital status?

Single____ Married____ Divorced____ Widowed____ Separated____

13. How many children do you have under 18 years of age?____

14. What is the total number of people living in your household? ____

15. Do you own or rent your residence? Own____ Rent____

16. How long have you resided near West Washington Street?

Less than one year____ One to two years____ Three years or more____

17. In which of the following ranges does your gross monthly income for your household fall?

Less than \$440____
\$441-750____
751-1000____

\$1001-1500____
1501-2250____
Greater than \$2250____

Thank you for your assistance with this survey.

West Washington Consumer Survey Results

	Overall 389 Responses	WINC 157 Responses	WESCO 120 Responses	HAWTHORNE 85 Responses	STRINGTON 33 Responses
1. Where do you usually shop for?					
A. Groceries	18.3% Kroger, Lowell's W. Wash. 11.8% Kroger-W. Mich. 19.5% - Other	20.5% Lowell's, W. Morris 13.2% Kroger, Lowells, W. W. 11.9% Cubs, Lafayette Sq.	25.2% Kroger, W. Mich. 23.5% No response 19.3% Other	38.8% Kroger, W. Wash. 15.3% Marsh 11.8% Kroger, W. Mich.	39.4% Kroger, Lowell's, West. W. 18.2% Mult. responses 15.2% Kroger, W. Mich.
B. Clothing	25.4% Lafayette Sq. 18.8% Target, K-Mart, WW. 16.7% Other discount st.	19.9% Target, K-Mart, WW. 17.9% Lafayette Sq. 17.9% Other disc. store	36.7% Lafayette Sq. 30.0% Other 15.0% Other disc. store	34.1% Target, K-Mart, W.W. 29.4% Lafayette Square 16.5% Other Disc. store	30.3% Targ., K-Mart, WW 18.2% Other disc. sto. 15.2% No response
C. Shoes	26.0% Lafayette Sq. 14.9% Target, K-Mart, WW. 12.6% Other disc. store	19.9% Lafayette Sq. 13.9% Other disc. store 13.2% Target, K-Mart, WW.	35.0% Lafayette Sq. 30.8% Other 10.8% Other disc. store	30.6% Target, K-Mart, WW. 25.9% Lafayette Square 12.9% Other disc. store	30.3% Targ., K-Mart, WW 24.2% No response 21.2% Lafayette Sq.
D. Drugs	25.2% People's, W. Morris 15.2% Super X, W. Mich. 14.4% Other	60.3% People's, W. Morris 10.6% Other 7.9% Marwood	35.0% Super X, W. Mich. 22.5% Other 13.3% SuperX, not on Mich.	29.4% Hooks, People's, W.W. 24.7% Hook's, Not on W.W. 14.1% Super X W. Mich.	33.3% Brent's Drugs 25.2% Hooks, Ppls, WW 12.1% SupX, W. Mich.
E. Convenience Items	41.0% No response 30.8% Other 11.8% Village Pantry, WW.	46.4% Other 29.1% No response 16.6% Village Pantry, not WW	69.2% No response 18.3% Other 9.2% Vill. Pantry, not WW	25.9% No response 14.1% VP - W. Wash. 14.1% Lindner's W. Wash.	33.3% No response 30.3% Other 24.2% VP, WW
F. Hardware Items	29.5% No response 17.2% Housemark - Ky. Ave. 12.9% Central Hdw., 38th	32.5% Housemark, Ky Ave. 21.2% Marwood 16.6% No response	49.2% No response 20.0% Central Hdw. 38th 17.5% True Value, Mich.	25.9% No response 18.8% Housemart, Ky. Ave. 16.5% Central Hdw., 38th St.	28.1% No response 18.8% Central Hdw. 38th 15.6% Mult. Resp.
2a. Where is your doctor located?	24.9% Within neighborhood 19.5% Wishard Hospital 15.4% Northside 17.0% No response	38.4% within neighborhood 15.2% Southside 11.9% Westside 12.6% No response	45.8% Wishard Hospital 20.8% No response 15.0% Northside 10.0% W/in neighborhood	22.4% No response 22.4% Northside 21.2% Westside 16.5% w/in neighborhood	39.4% W/in neighborhood 24.2% Wishard Hospital 21.2% Northside
2b. Where is your dentist located?	36.8% No response 28.5% w/in neighborhood 11.6% Northside	38.4% Within neighborhood 29.1% No response 9.3% Northside	45.0% No response 22.5% W/in neighborhood 13.3% Wishard Hospital	35.3% No response 24.7% Northside 22.5% W/in neighborhood	45.5% No response 21.2% W/in neighborhood 15.2% Westside
2c. Where is your auto mechanic located?	45.8% No response 23.1% Do it self-no car 18.8% W/in neighborhood	33.1% W/in neighborhood 31.8% No response 23.2% Do it self-no car	62.5% No response 27.5% Do it self-no car	47.1% No response 15.3% Do it self-no car 14.1% W/in neighborhood	45.5% No response 27.3% Do it self-no car 21.2% w/in neighborhood

	Overall	WINC	WESCO	HAWTHORNE	STRINGTOWN
	Yes	Yes	Yes	Yes	Yes
3. What stores/services do you use on West Washington?					
A. Food Stores	23.7%	7.3%	3.3%	68.2%	57.6%
B. Furniture Stores	1.5%	2.0%	0.0%	3.5%	0.0%
C. Gas Stations	9.3%	2.0%	0.0%	24.7%	36.4%
D. Restaurants	6.2%	2.6%	0.0%	17.6%	15.2%
E. Service Businesses	7.7%	4.6%	.8%	16.5%	24.2%
F. Businesses outside target area	28.0%	50.3%	10.8%	15.3%	21.2%
G. Don't shop on West Washington	35.0%	37.1%	50.0%	20.0%	9.1%
H. No response	13.9%	3.3%	36.7%	3.5%	6.1%
4. Why do you shop at the stores mentioned above?					
A. Convenience	62.7%	57.3%	60.0%	70.6%	78.8%
B. Quality	29.3%	37.3%	30.0%	16.5%	24.2%
C. Location	41.1%	36.7%	39.2%	41.2%	69.7%
D. Appearance	19.1%	23.2%	7.5%	20.0%	33.3%
E. Service	20.1%	25.3%	10.1%	18.8%	36.4%
F. Prices	38.8%	55.3%	31.1%	20.0%	42.4%
G. Variety	21.6%	24.7%	19.2%	17.6%	27.3%
5. What stores other than those already on West Washington would you use if they were located there?					
A. Grocery Store	35.5%	35.1%	24.2%	44.7%	54.5%
B. Clothing Store	6.2%	4.6%	4.2%	11.8%	6.1%
C. Discount	24.9%	33.8%	20.8%	16.5%	21.2%
D. Family Restaurant	18.0%	21.9%	4.2%	30.6%	18.2%
E. Hardware Store	4.6%	2.0%	1.7%	11.8%	9.1%
F. Clinic	2.6%	.7%	.8%	7.1%	6.1%
G. Drug Store	9.8%	4.6%	8.3%	23.5%	3.0%
H. Five & Dime	4.1%	2.0%	6.7%	4.7%	3.0%
I. Shoe Store	2.6%	3.3%	.8%	3.5%	3.0%
J. Auto Part Store	2.1%	.7%	2.5%	3.5%	3.0%
K. Entertainment	3.1%	4.0%		5.9%	3.0%
L. Other - including "mall"	19.8%	27.8%	7.5%	27.1%	9.1%
M. No response	28.3%	28.5%	43.3%	9.4%	21.2%

	Overall Yes	WINC Yes	WISCO Yes	HANTHORNE Yes	STRINGTOWN Yes
6. What prevents you from shopping on West Washington Street?					
A. Inconvenience	45.5%	57.0%	45.8%	34.1%	21.2%
B. High Prices	23.1%	9.3%	12.5%	62.4%	24.2%
C. Lack of Service	14.9%	12.6%	5.8%	31.8%	15.2%
D. Poor Quality	14.7%	11.3%	3.3%	40.0%	6.1%
E. Lack of Variety	31.6%	29.8%	13.3%	58.8%	35.4%
F. Appearance	18.5%	24.5%	.8%	35.3%	12.1%
G. Unsafe Conditions	14.9%	13.2%	5.0%	30.6%	18.2%
H. Lack of Parking	23.1%	23.2%	9.2%	36.5%	39.4%
I. No stores of interest	10.3%	7.9%	5.9%	11.8%	33.3%
J. Traffic	4.6%	4.6%	4.2%	1.2%	15.2%
K. Other	18.5%	11.9%	35.3%	10.6%	9.1%
7. How would you rate West Washington as a shopping area?					
A. Below Average	56.8%	56.6%	36.4%	80.0%	48.5%
B. Average	40.5%	40.8%	62.3%	16.2%	48.5%
C. Above Average	2.7%	2.8%	1.3%	3.7%	3.0%
8. What type of transportation do you use to shop on West Washington?					
A. Auto	84.1%	94.0%	71.4%	80.7%	90.9%
B. Bus	7.0%	7.0%	15.2%	7.2%	3.0%
C. Walk	6.2%	2.0%	11.4%	12.0%	3.0%
D. Other	2.4%	4.0%	1.9%		3.0%
9. Where do you do your banking?					
A. AFNB	34.3%	32.1%	51.4%	28.6%	14.8%
B. INB	32.3%	42.7%	22.2%	32.9%	7.4%
C. Merchants	26.7%	18.3%	20.8%	35.7%	59.3%
D. Other	6.7%	6.9%	5.6%	2.9%	18.5%
10. Sex of Respondent					
A. Male	32.9%	29.8%	29.5%	39.3%	40.0%
B. Female	66.9%	70.2%	69.5%	60.7%	60.0%
11. Age of Respondent					
A. 18-24	9.8%	8.2%	6.8%	15.5%	12.9%
B. 25-34	26.4%	32.0%	22.2%	28.6%	9.7%
C. 35-45	21.1%	17.7%	26.5%	20.2%	19.4%
D. 46-65	26.9%	25.9%	26.5%	28.6%	29.0%
E. 66+	15.8%	16.3%	17.9%	7.1%	29.0%

	Overall Yes	WINC Yes	WESCO Yes	HAWTHORNE Yes	STRINGTOWN Yes
12. Marital Status of Respondent.					
A. Single	14.4%	10.0%	17.2%	17.9%	15.2%
B. Married	56.1%	64.7%	41.4%	67.9%	39.4%
C. Divorced	11.7%	13.3%	11.2%	7.1%	18.2%
D. Widowed	14.9%	12.0%	22.4%	6.0%	24.2%
E. Separated	2.9%		7.8%	1.2%	3.0%
13. How many children under 18?					
A. Zero	50.6%	48.3%	54.2%	43.5%	66.7%
B. One	14.1%	13.9%	9.2%	22.4%	12.1%
C. Two	19.8%	20.5%	18.3%	23.5%	12.1%
D. Three or more	15.5%	21.1%	18.2%	10.6%	9.1%
14. Number of persons in household?					
A. One	12.6%	11.3%	15.9%	10.6%	12.1%
B. Two	27.5%	24.5%	25.0%	31.8%	39.4%
C. Three	18.3%	18.5%	18.3%	18.8%	15.2%
D. Four	20.1%	21.9%	15.0%	23.5%	21.2%
E. Five	10.5%	13.9%	11.7%	3.5%	9.1%
F. Six or more	7.9%	7.3%	8.3%	10.7%	3.0%
G. No response	3.1%	2.6%	5.8%	1.2%	
15. Do you own or rent your home?					
A. Own	67.1%	75.0%	54.6%	65.5%	81.3%
B. Rent	32.1%	25.0%	44.5%	33.3%	18.8%
C. No response	.8%				
16. How long have you lived near West Washington Street?					
A. Less than 1 year	6.9%	5.6%	4.4%	14.3%	3.0%
B. Between 1 and 2 years	11.2%	5.6%	18.4%	13.1%	6.1%
C. Over 3 years	81.9%	88.9%	77.2%	72.6%	90.9%
17. What is your gross monthly income?					
A. Less than \$440.00	16.7%	11.1%	17.5%	15.6%	41.9%
B. \$441.00-\$750.00	24.1%	20.0%	37.5%	22.1%	12.9%
C. \$751.00-\$1000.00	18.6%	15.6%	20.0%	20.8%	22.6%
D. \$1001.00-\$1500.00	25.4%	31.9%	22.5%	20.8%	16.1%
E. \$1501.00-\$2250.00	9.9%	14.1%	1.2%	13.0%	6.5%
F. Greater than \$2251.00	5.3%	7.4%	1.2%	7.8%	0.0%

APPENDIX G

ZONING CLASSIFICATION

RESIDENTIAL

SECTION 2.06 D-5 DWELLING DISTRICT FIVE REGULATIONS

PERMITTED D-5 USES:

The following uses shall be permitted in the D-5 District. All uses in the D-5 District shall conform to the D-5 Development Standards (Section 2.06, B) and the Dwelling District Regulations of Section 2.00.

1. One-family dwelling, including manufactured homes as regulated in Section 2.175.
2. Two-family dwelling, (permitted on corner lots only).
3. Group homes as regulated in Section 2.18.
4. Temporary uses, as regulated in Section 2.14.
5. Accessory uses, as regulated in Section 2.15.
6. Home occupations, as regulated in Section 2.16.

SECTION 2.09 D-8 DWELLING DISTRICT EIGHT REGULATIONS

PERMITTED D-8 USES:

The following uses shall be permitted in the D-8 District. All uses in the D-8 District shall conform to the D-8 Development Standards (section 2.09, B) and the Dwelling District Regulations of section 2.00.

1. Urban dwelling or dwellings, including one-family dwellings, two-family dwellings, attached multi-family dwellings, detached single-family cluster dwellings, manufactured homes as regulated in Section 2.175, or any other form of residential dwelling.
2. Group homes, as regulated in Section 2.18.
3. Temporary uses, as regulated in Section 2.14.
4. Accessory uses, as regulated in Section 2.15.
5. Home occupations, as regulated in Section 2.16.

COMMERCIAL

SECTION 2.03 C-3 NEIGHBORHOOD COMMERCIAL DISTRICT

PURPOSE OF C-3 DISTRICT:

The District is designed to permit the development of a complete range of retail sales and personal, professional and business services required to meet the maximum demand of a fully developed residential neighborhood - regardless of its size. It does not make provision, however, for those businesses that draw customers in significant numbers from well beyond a neighborhood boundary and are, therefore, unusually heavy traffic generators, such as department stores or theatres, or that require the outdoor display sale or storage of merchandise, outdoor services and operations, or outdoor consumption of food and beverages. In general, to achieve maximum flexibility of permitted land use, the C-3 District makes possible a highly varied grouping of indoor retail and business functions.

SECTION 2.06 C-6 THOROUGHFARE SERVICE DISTRICT

PURPOSE OF C-6 DISTRICT:

The C-6 District is designed to permit development of limited service areas relating to freeway, expressway or other thoroughfare interchanges and other controlled access locations along major arterial thoroughfares. This

district is provided at locations where more concentrated forms of commercial use would conflict with other uses in the vicinity.

Food, lodging and automotive services can be made conveniently available to the thoroughfare user without creating the traffic congestion and hazards associated with interchanges or intersections where large commercial districts have developed. The limited land area and limited land usage permitted provide for maximum compatibility with adjacent districts.

SECTION 2.07 C-7 HIGH INTENSITY COMMERCIAL DISTRICT

PURPOSE OF THE C-7 DISTRICT:

The C-7 District is designed to provide specific areas for retail commercial uses which have unusually incompatible features relative to other commercial uses, such as major outdoor storage and/or display of sizeable merchandise, outdoor parking and storage of trucks, materials and/or equipment essential to the operation of these uses. Because of the character and intensity of these uses, the district will be suitably located on major commercial arterial thoroughfares but not in close association with those commercial activities involving shopping goods,

professional services,
restaurants, food and
merchandising, etc.

SECTION 2.04 C-4 COMMUNITY-REGIONAL COMMERCIAL DISTRICT

PURPOSE OF C-4 DISTRICT:

The C-4 District is designed to provide for the development of major business groupings and regional-size shopping centers to serve a population ranging from a community of neighborhoods to a major segment of the total metropolitan area. These centers may feature a number of large traffic generators such as department stores, bowling alleys and theatres. Even the smallest of such freestanding uses in this district as well as commercial centers require excellent access from major thoroughfares. While these centers are usually characterized by indoor operations, certain permitted uses may have limited outdoor activities, as specified.

SECTION 2.05 C-5 GENERAL COMMERCIAL DISTRICT

PURPOSE OF C-5 DISTRICT:

The C-5 District is designed to provide areas for those retail sales and service functions whose operations are typically characterized by outdoor display,

storage and/or sales of merchandise; by major repair of motor vehicles; by outdoor commercial amusement and recreational activities; or by activities or operations conducted in buildings or structures not completely enclosed. The types of uses found in this district tend to be outdoor functions, brightly lighted, noisy, etc. Therefore, to provide a location where such uses can operate in harmony with the vicinity, they should be grouped on heavy commercial thoroughfares and should never be located adjacent to residential districts.

INDUSTRIAL

SECTION 2.07 I-3-U MEDIUM INDUSTRIAL URBAN DISTRICT REGULATIONS

Note: This district is designed as an intermediate central city district for industries which are heavier in character than those permitted in the Light Industrial Urban District but which are not of the heaviest industrial types. Because of the nature of these industries, the district will be located away from residential areas and buffered by lighter industrial districts. Where this district abuts residential or business districts, setbacks are large and enclosure of activities and storage is required.

SECTION 2.08 I-4-U HEAVY INDUSTRIAL
URBAN DISTRICT
REGULATIONS

Note: This district is designed for those heavy industrial uses within the central city which are typically characterized by certain factors which would be exceedingly difficult, expensive or impossible to eliminate, and should be buffered by sufficient area to minimize any detrimental aspects. The development standards and performance standards reflect the recognition of these problems. Where practical, this district is removed as far as possible from residential areas and buffered by intervening lighter industrial districts.

APPENDIX H

WEST WASHINGTON STREET

CORRIDOR STUDY

ON STREET PARKING

Existing regulations prohibit on-street parking on West Washington Street:

- A. Any time on the north side between Elder and North Tibbs Avenue.
- B. Between 7 A. M. and 9 A. M. on the south side at various locations east of Tibbs.

The restrictions on the north side of the street were imposed by OA-22-69. The Indiana Department of Highways could not locate records authorizing the parking restrictions on the south side of the street.

Obviously, on street parking regulations on West Washington Street have not been examined for some time. Traffic counts have declined dramatically since the construction of I-70, and other transportation improvements are planned that will impact the street. The existing on-street parking restrictions should be re-evaluated in light of these new conditions.



ADMINISTRATION AND
POLICY DIRECTION

William H. Hudnut, III, Mayor

METROPOLITAN DEVELOPMENT COMMISSION:

Robert Samuelson, President	
Dr. Lehman D. Adams, Jr., DDS	Lois Horth
George M. Bixler, Jr.	Carol Kirk (1986)
James Curtis	Mary Ann Mills
Michael J. Feeney (1987)	Paul G. Roland
James Wade, Jr.	

CITY-COUNTY COUNCIL (AND DISTRICTS)

Dr. Philip Borst, At Large	Harold Hawkins, 16
Amy S. Bradley, 17	David McGrath, 20
Ray Crowe, At Large	David Page, 21
Carlton E. Curry, At Large	Julius F. Shaw, At Large

WAYNE TOWNSHIP ASSESSOR:

Philip Hinkle

DEPARTMENT OF METROPOLITAN DEVELOPMENT:

David E. Carley, Director (1986)
M. D. Higbee, Director (1987)

DIVISION OF PLANNING:

Stuart Reller, Administrator
David Kingen, Deputy Administrator
Robert H. Wilch, Principal Planner
Maggie Mund, Senior Planner (In Charge)
Gregory J. Ewing, Planner
Steven J. Ranshaw, Planner

INDIANAPOLIS HISTORIC PRESERVATION COMMISSION:

Vicki Sandstead, Administrator (1986)
David Baker, Administrator (1987)

DRAFTING AND REPRODUCTION:

Phil Pettit, Superintendent
Ken Percy, Printing Supervisor

SECRETARIES:

Karen Norton
Charity M. Livingston

WEST WASHINGTON STREET CORRIDOR PLANNING COMMITTEE:

Bruce Ahnafield	Don Hall
David Baker	Harold Hawkins
Artie Baker	Dr. Charles Hazelrigg
Sandy Blake	Philip Hinkle
Amy Bradley	Marie Kenley
Bud Breeden	Rev. John Koppitch
Jan Carmichael	Henry McDonald
Larry Carter	David McGrath
Deanna Durrett	David Page
John Eaglesfield	Greg Porter
Chris Glancy	Neil Sandrock
Dave Winger	Maureen Westmoreland
Thelma Winkle	